

Monitoring U.S. E-Cigarette Sales: *State Trends*

This data brief highlights trends in e-cigarette unit sales in selected states. Data is presented from January 2016 to December 2020.

Please note this data brief has been updated since its original publication based on additional information that has become available about the definition of store types in Colorado and Utah data. This version has been updated on 7/30/2021.

- **Federal Legislative and Regulatory Initiatives**

- **Sales Restrictions:** On December 20, 2019, a federal law was passed to raise the minimum age of sale of tobacco products, including e-cigarettes, to 21 years.
- **Flavors:** The U.S. Food and Drug Administration issued an enforcement policy, effective February 2020, prohibiting the sale of flavored prefilled cartridges e-cigarettes such as Juul and Vuse. This policy does not apply to tobacco-and menthol-flavored prefilled cartridges, e-liquids, or single use disposable products, such as Puff Bar and Mojo, which are available in a wide array of flavors.

- **Other Relevant Issues**

- Between August 2019 and January 2020, federal, state, and local public health entities investigated a national outbreak of e-cigarette or vaping product use-associated lung injury (EVALI) which was associated with a sustained decrease in e-cigarette sales. Awareness of the outbreak and higher EVALI risk perceptions was associated with twice the odds of intending to quit, and lower intentions to own an e-cigarette or vape device in the future.¹
- By mid-March 2020, nearly all U.S. states had declared a state of emergency due to the novel coronavirus disease (COVID-19) pandemic. States and local jurisdictions enacted various public health interventions to limit the spread of COVID-19, including temporary closures of non-essential businesses and schools, restrictions on public gatherings, and quarantine measures. The impact of COVID-19 on e-cigarette sales is not known yet but a study that examined use in the first few months of the pandemic found a decline in e-cigarette use among adolescents and young adults.²

- **State and Local Legislative Initiatives**

- Communities and states have begun to enact laws that prohibit sales of flavored tobacco products, including e-cigarettes.

1. Kreslake JM, Diaz MC, Shinaba M, Vallone DM, Hair EC. Youth and young adult risk perceptions and behaviours in response to an outbreak of e-cigarette/vaping-associated lung injury (EVALI) in the USA. *Tob Control*. Published online January 13, 2021:tobaccocontrol-2020-056090. doi:10.1136/tobaccocontrol-2020-056090

2. Gaiha SM, Lempert LK, Halpern-Felsher B. Underage youth and young adult e-cigarette use and access before and during the coronavirus disease 2019 pandemic. *JAMA Network Open*. 2020;3(12):e2027572-e2027572. doi:10.1001/jamanetworkopen.2020.27572

States Presented in the Data Brief

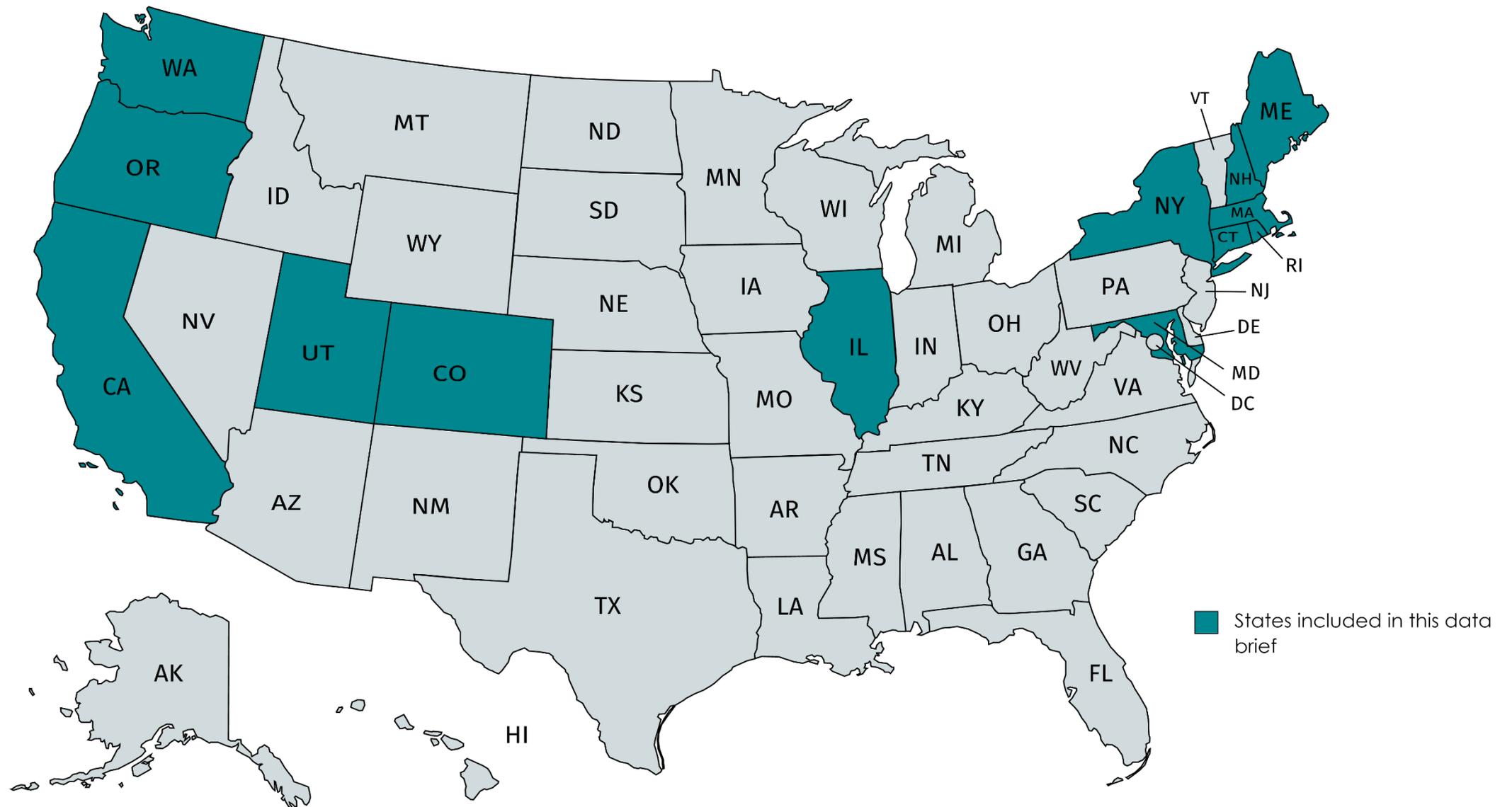
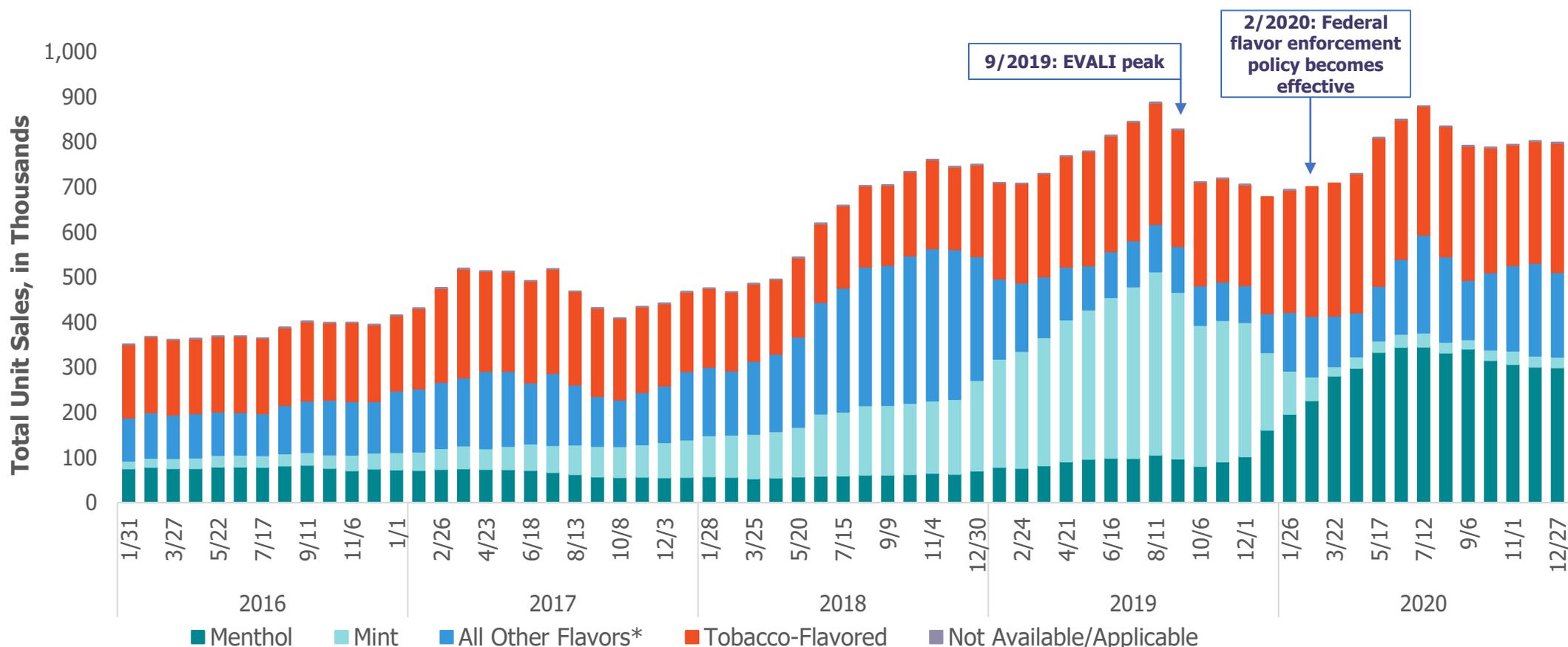


Figure 1. California E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

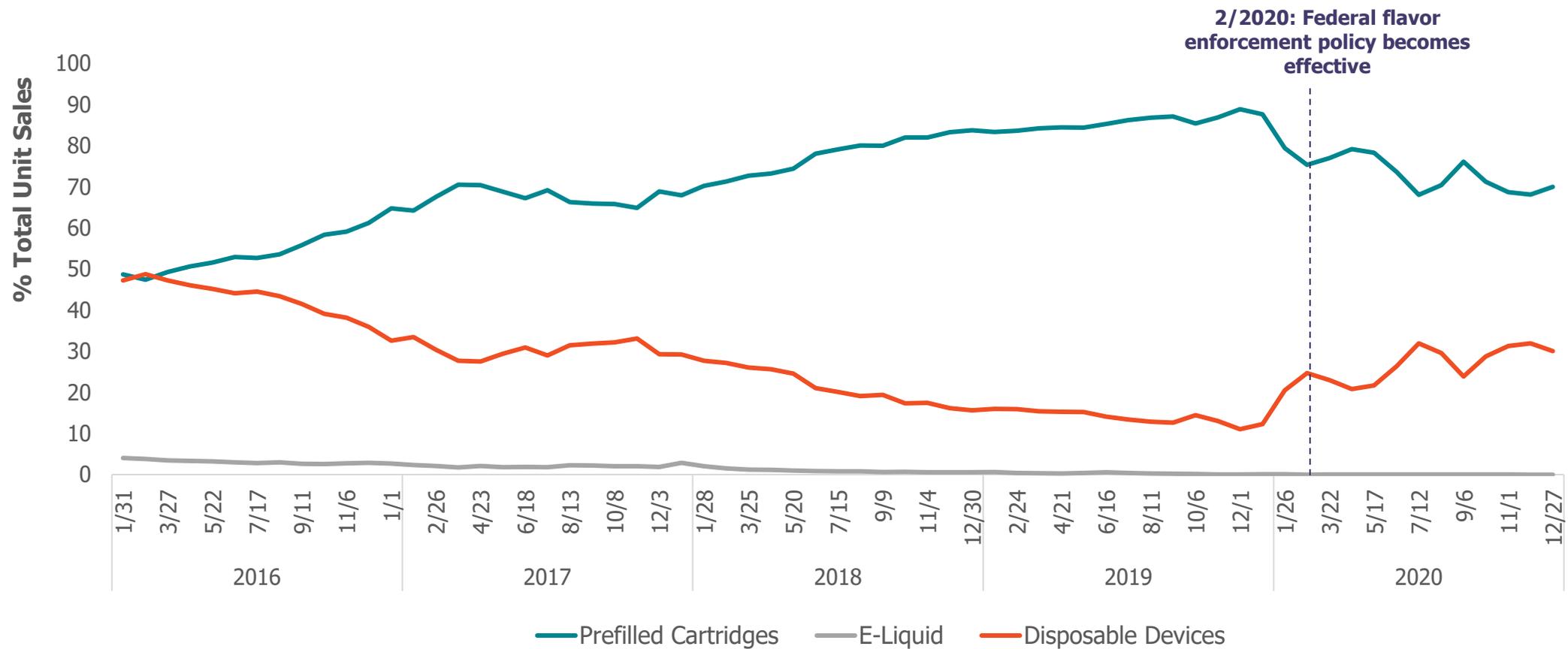


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 15.0% to 797.3 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 37.6% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 35.9% of the entire e-cigarette market
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 52.4% (from 196.5 thousand to 299.6 thousand);
 - Tobacco-flavored e-cigarette sales increased by 5.5% (from 271.5 thousand to 286.6 thousand);
 - Mint-flavored e-cigarette sales decreased by 75.1% (from 95.5 thousand to 23.7 thousand); and
 - All other-flavored e-cigarette sales increased by 44.2% (from 130.0 thousand to 187.4 thousand).

Figure 2. California E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 75.3% of total sales to 70.0% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 24.7% of total sales to 30.0% of total sales between February 23, 2020 to December 27, 2020.

Figure 3. California E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

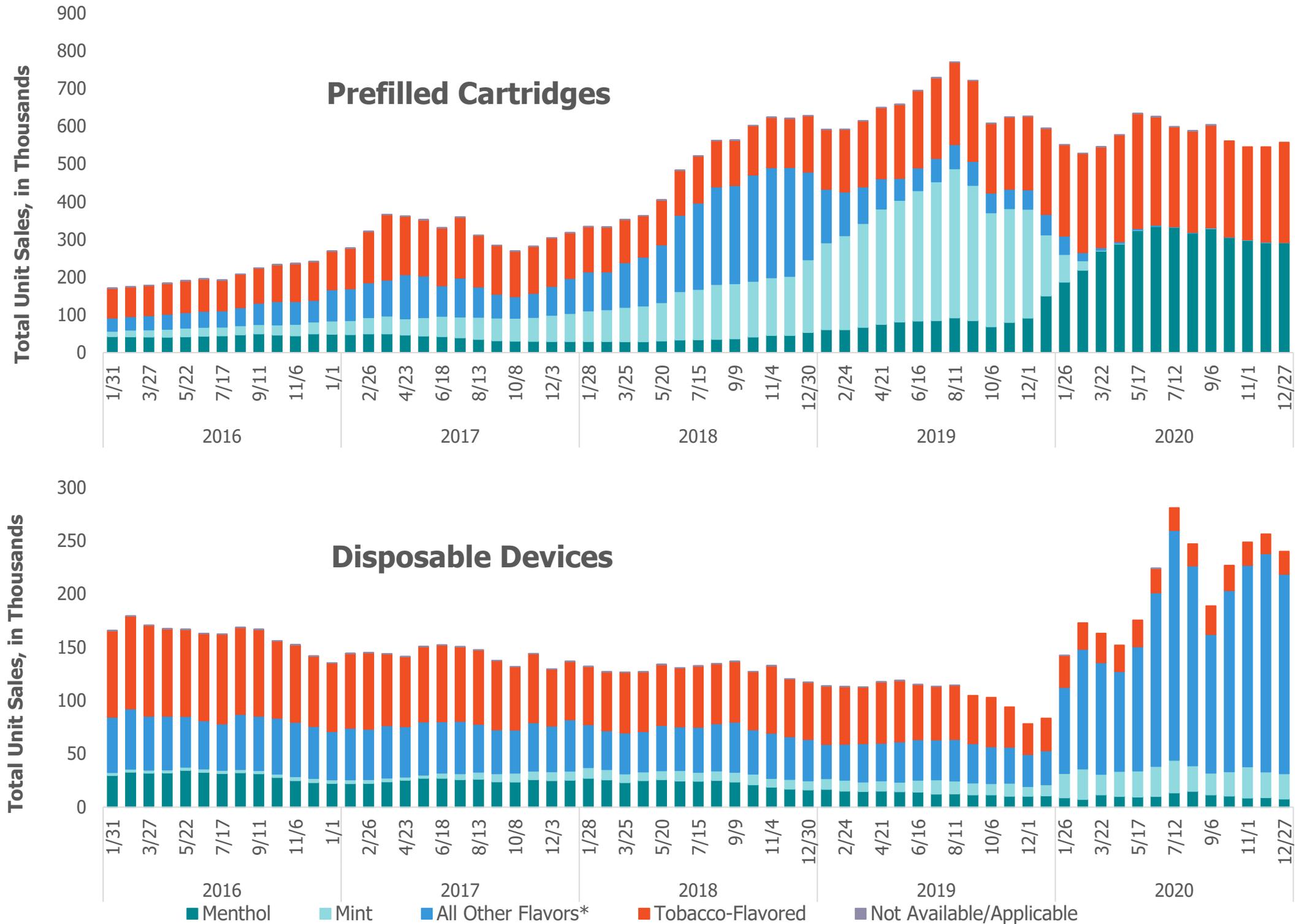
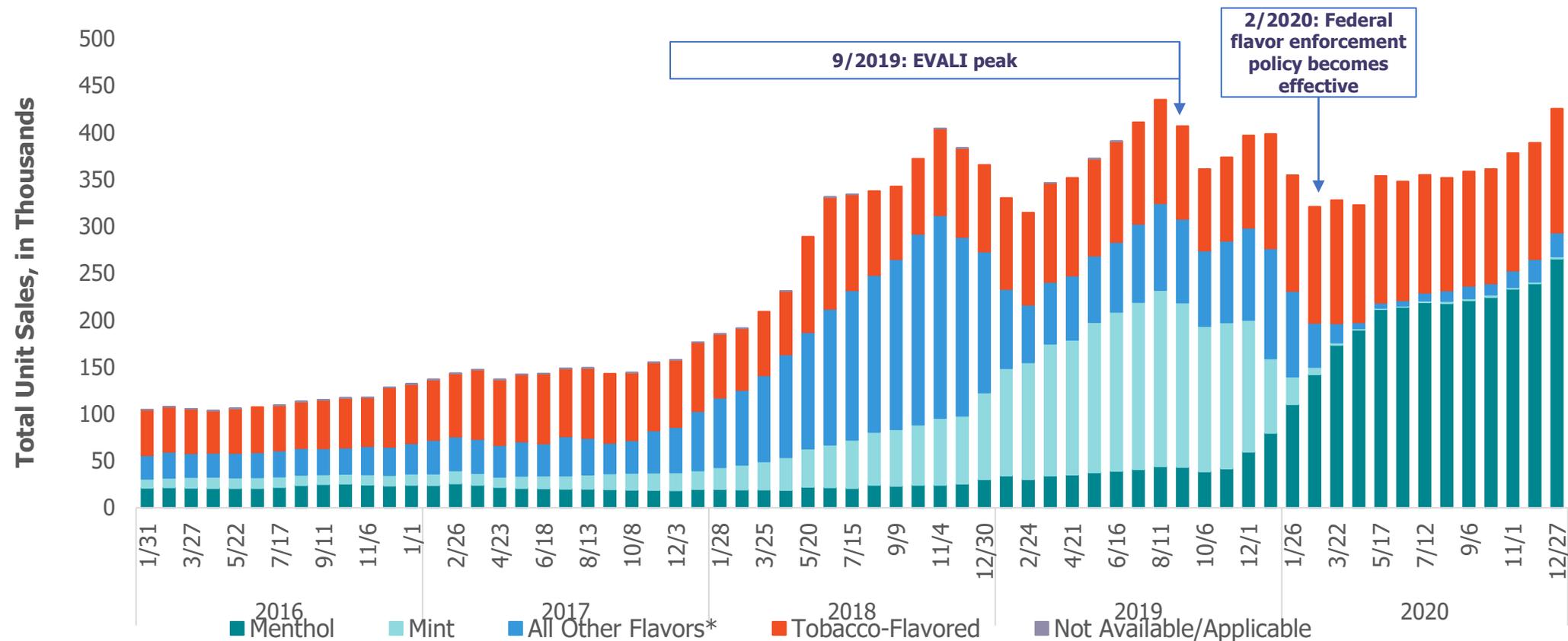


Figure 4. Colorado E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

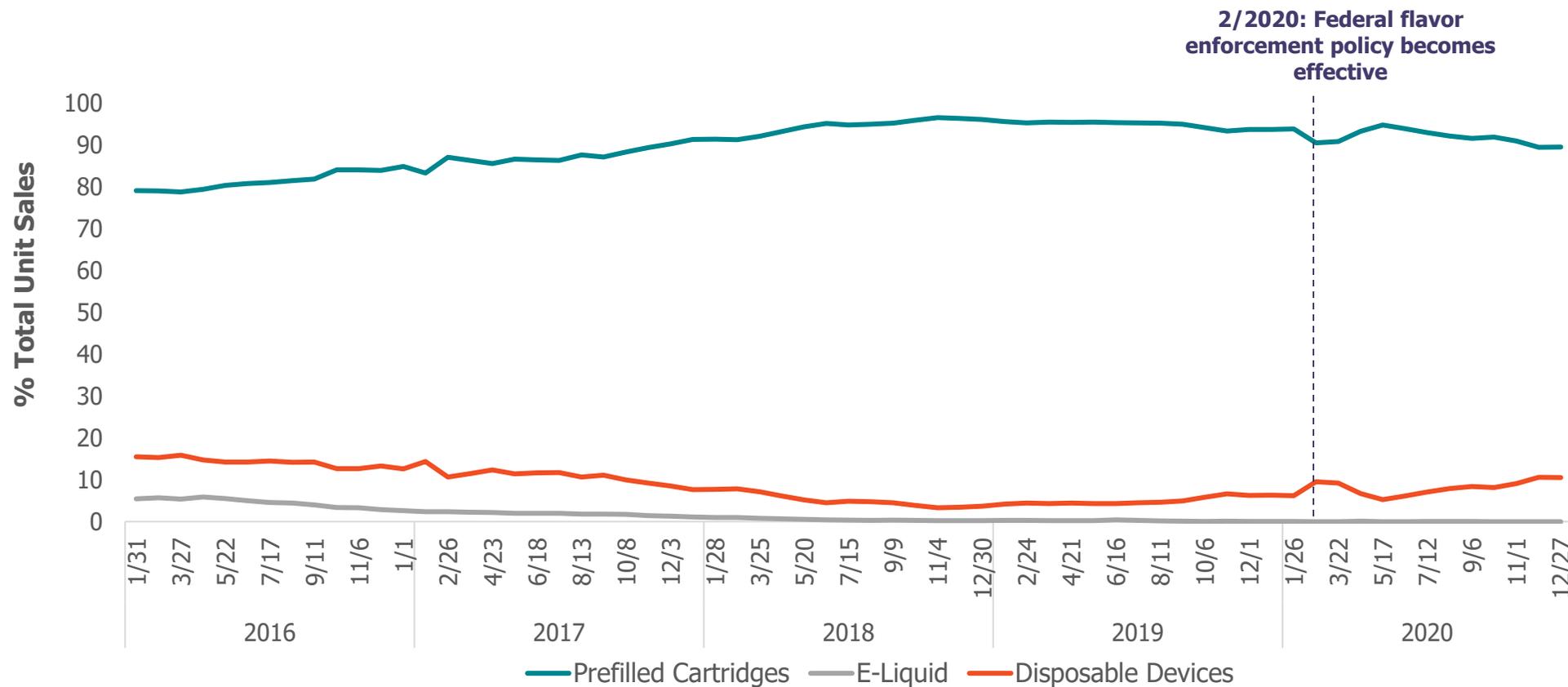


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 20.0% to 425.7 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 62.4% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 31.1% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 140.9% (from 110.3 thousand to 265.7 thousand);
 - Tobacco-flavored e-cigarette sales increased by 7.1% (from 123.7 thousand to 132.4 thousand);
 - Mint-flavored e-cigarette sales decreased by 92.6% (from 29.4 thousand to 2.2 thousand); and
 - All other-flavored e-cigarette sales decreased by 72.2% (from 91.5 thousand to 25.4 thousand).

Figure 5. Colorado E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 90.5% of total sales to 89.5% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.5% of total sales to 10.5% of total sales between February 23, 2020 to December 27, 2020.

Figure 6. Colorado E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

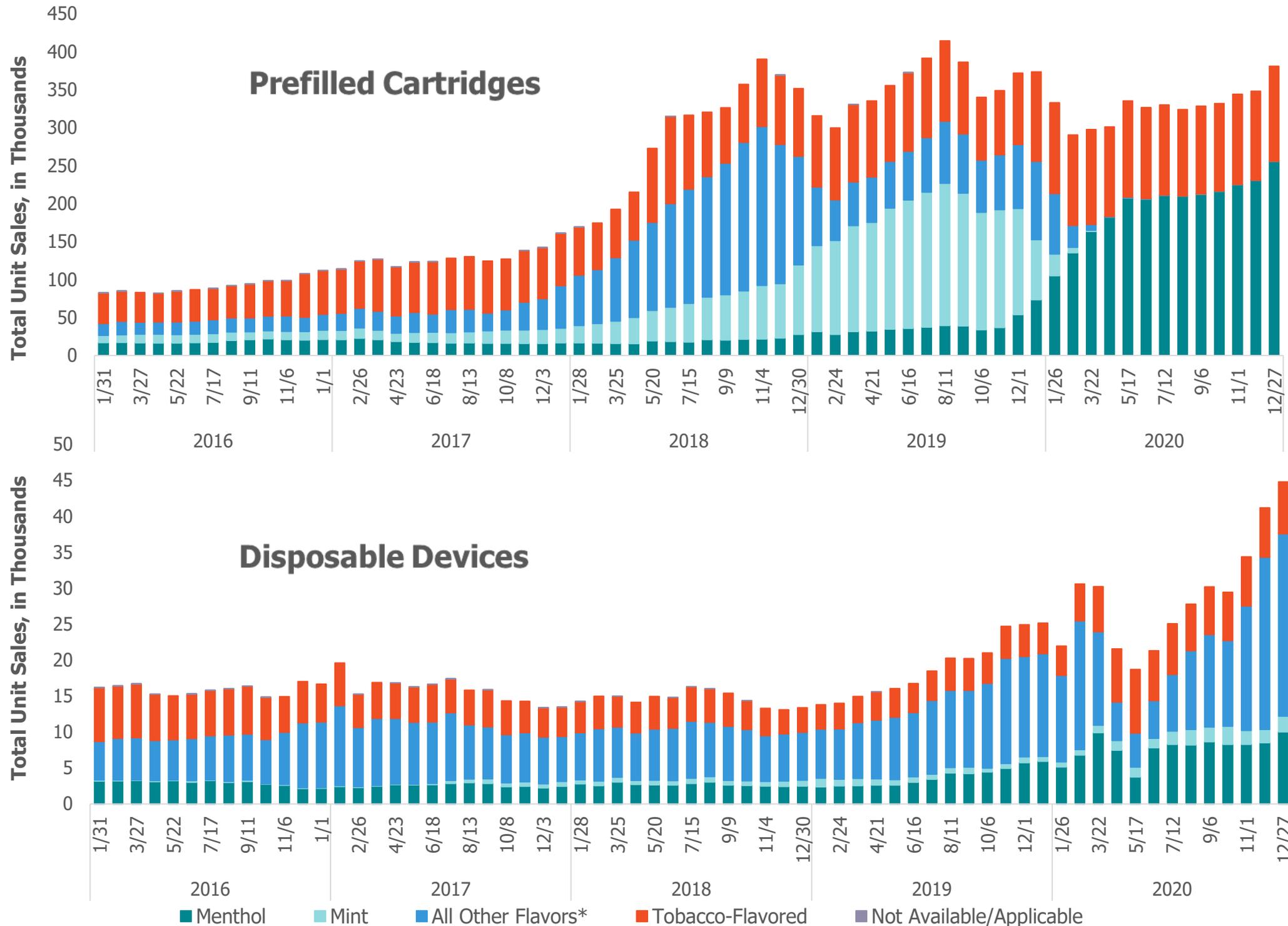


Figure 7. Connecticut E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

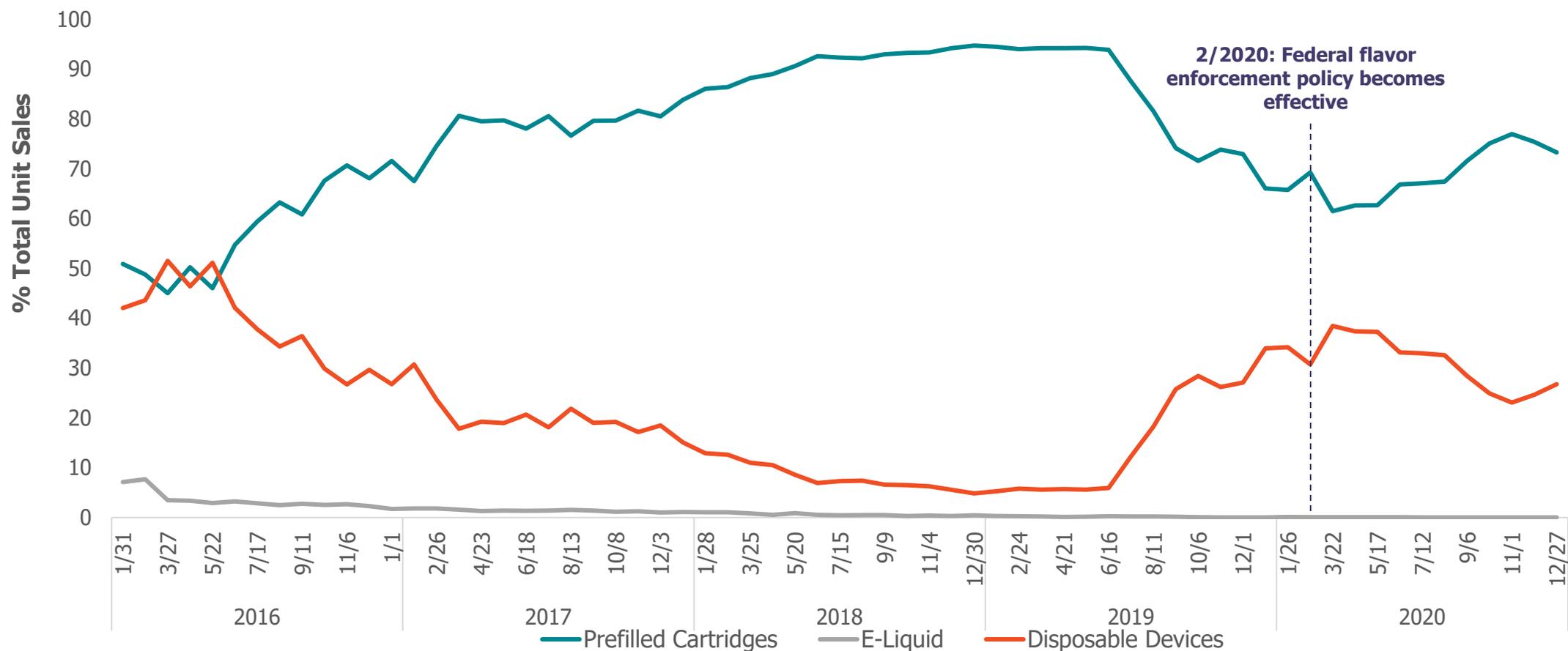


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 0.7% to 363.1 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 51.3% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 20.9% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 79.7% (from 103.7 thousand to 186.4 thousand);
 - Tobacco-flavored e-cigarette sales increased by 4.8% (from 72.6 thousand to 76.0 thousand);
 - Mint-flavored e-cigarette sales decreased by 66.3% (from 38.4 thousand to 12.9 thousand); and
 - All other-flavored e-cigarette sales decreased by 39.9% (from 146.0 thousand to 87.7 thousand).

Figure 8. Connecticut E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 69.2% of total sales to 73.3% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 30.7% of total sales to 26.7% of total sales between February 23, 2020 to December 27, 2020.

Figure 9. Connecticut E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

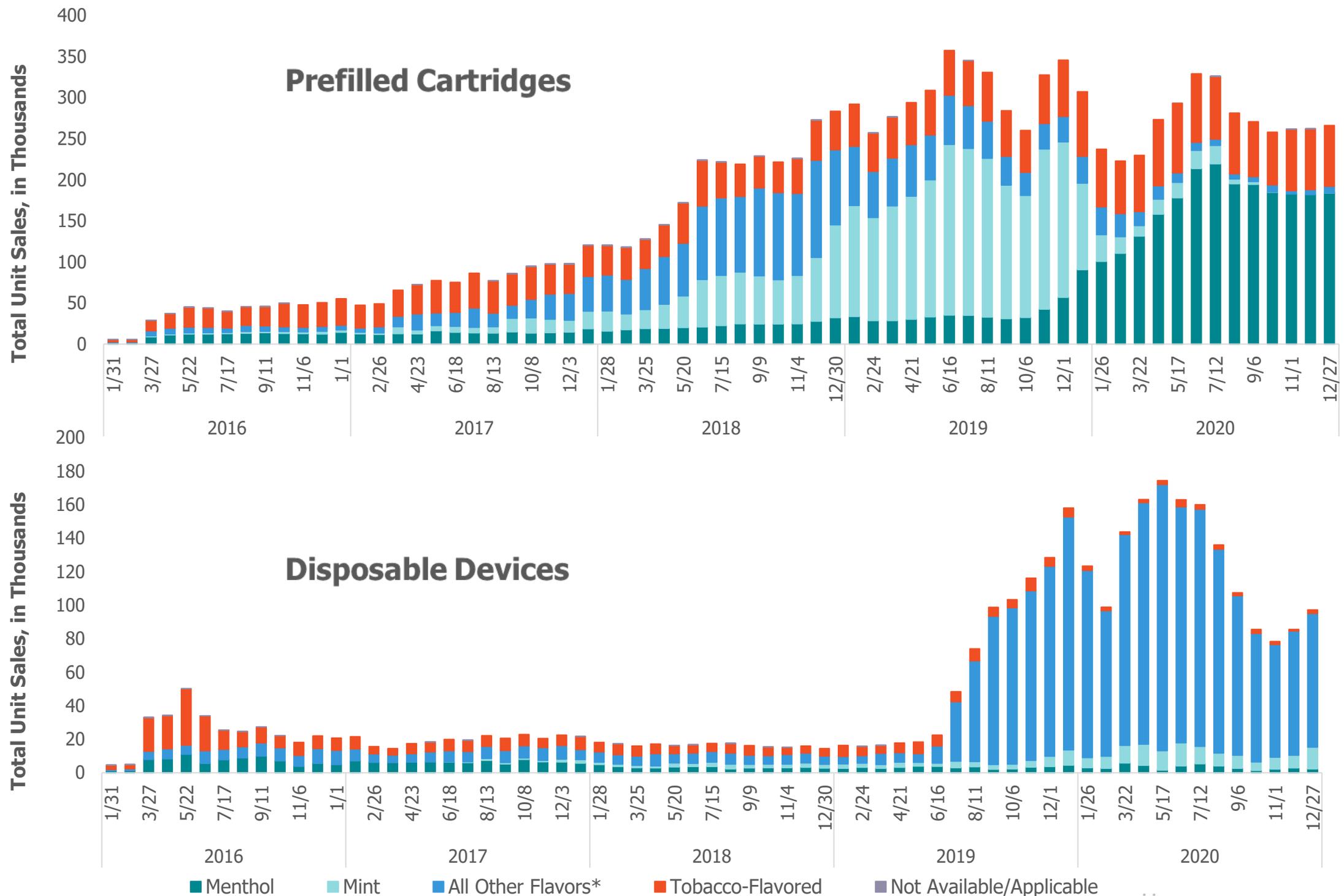
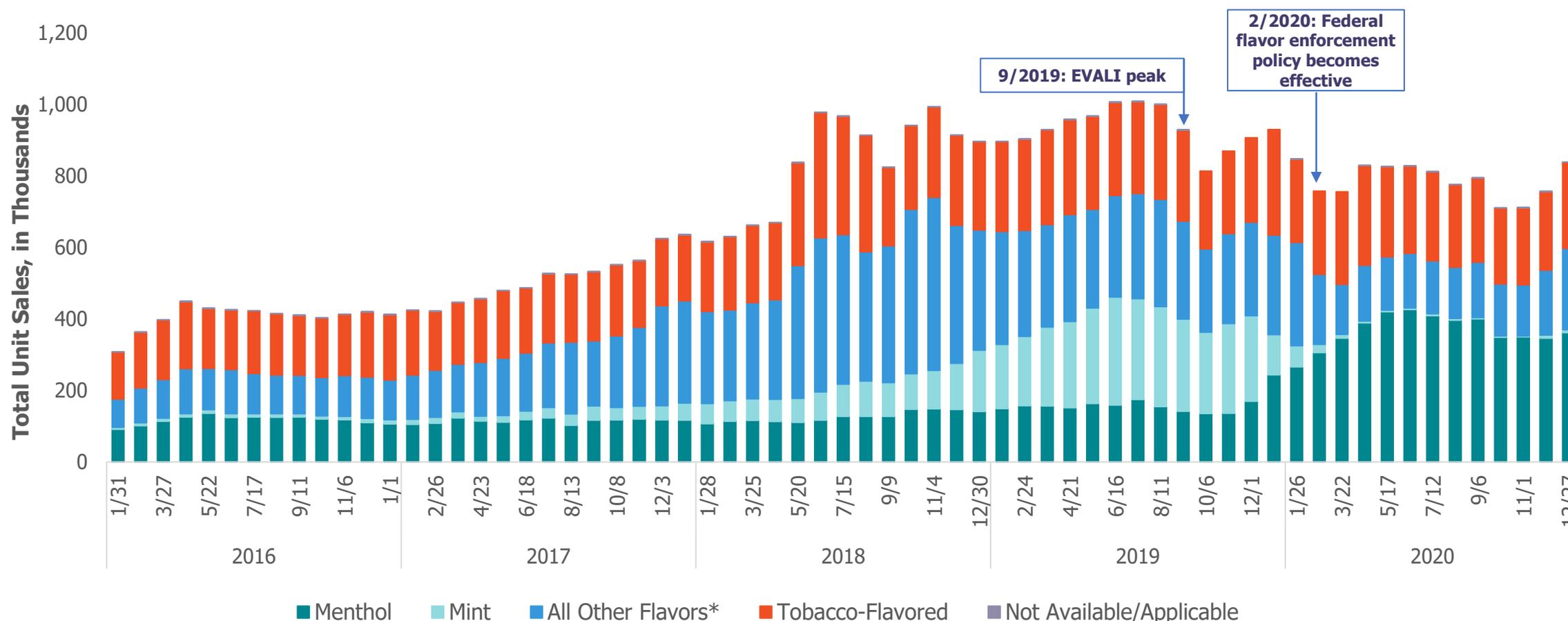


Figure 10. Illinois E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

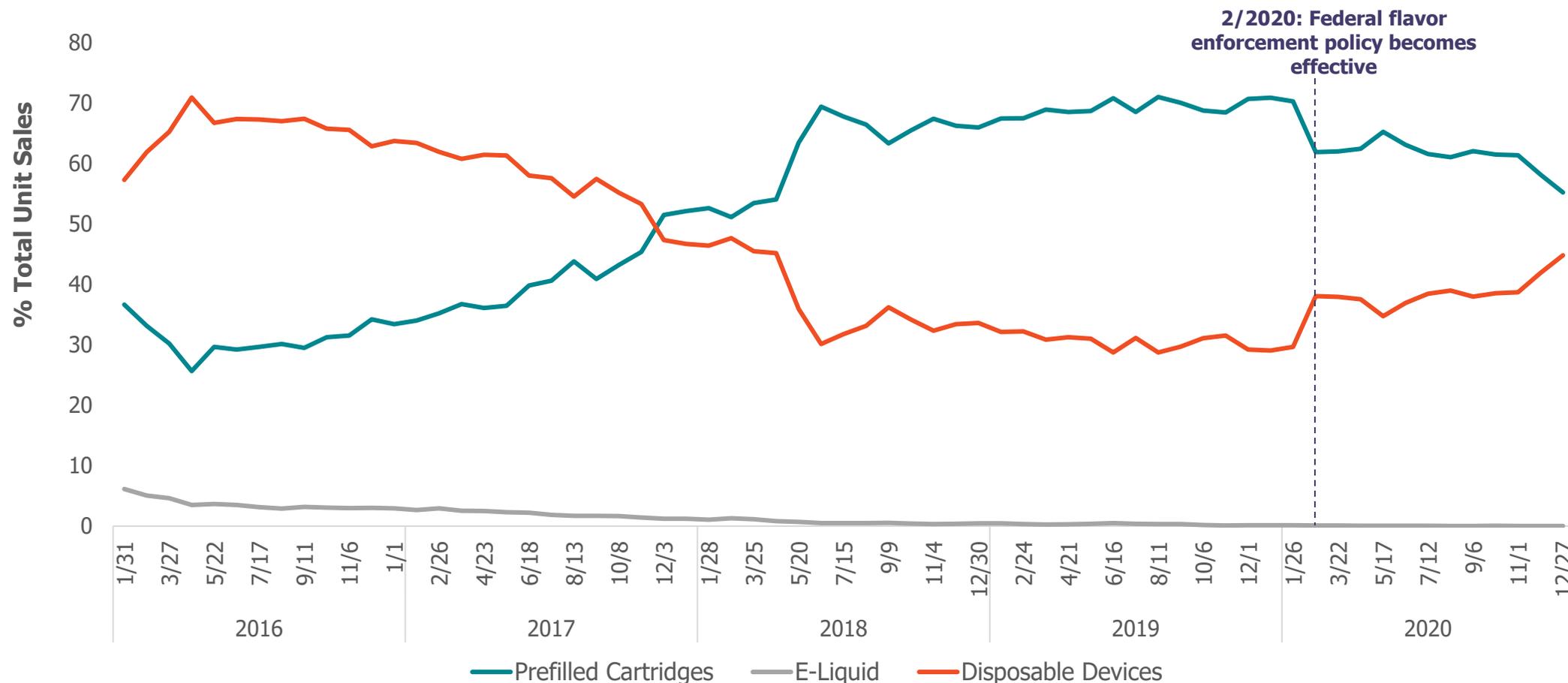


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales decreased by 1.0% to 839.6 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 43.1% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 28.7% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020:
 - Menthol-flavored e-cigarette sales increased by 35.9% (from 266.3 thousand to 361.8 thousand);
 - Tobacco-flavored e-cigarette sales increased by 3.4% (from 233.3 thousand to 241.2 thousand);
 - Mint-flavored e-cigarette sales decreased by 86.0% (from 58.7 thousand to 8.2 thousand); and
 - All other-flavored e-cigarette sales decreased by 21.4% (from 289.4 thousand to 227.5 thousand).

Figure 11. Illinois E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 61.9% of total sales to 55.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 38.0% of total sales to 44.8% of total sales between February 23, 2020 to December 27, 2020.

Figure 12. Illinois E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

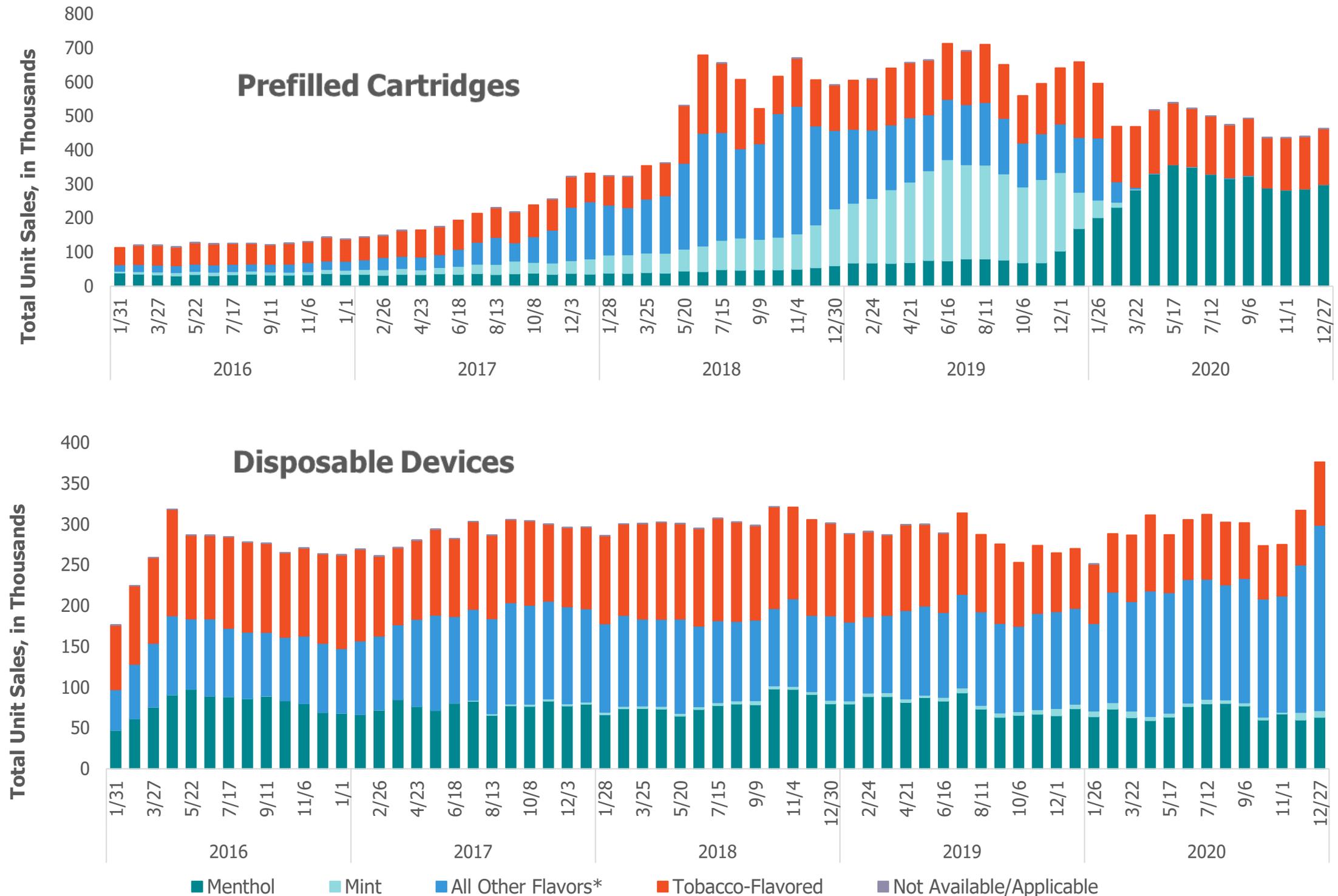
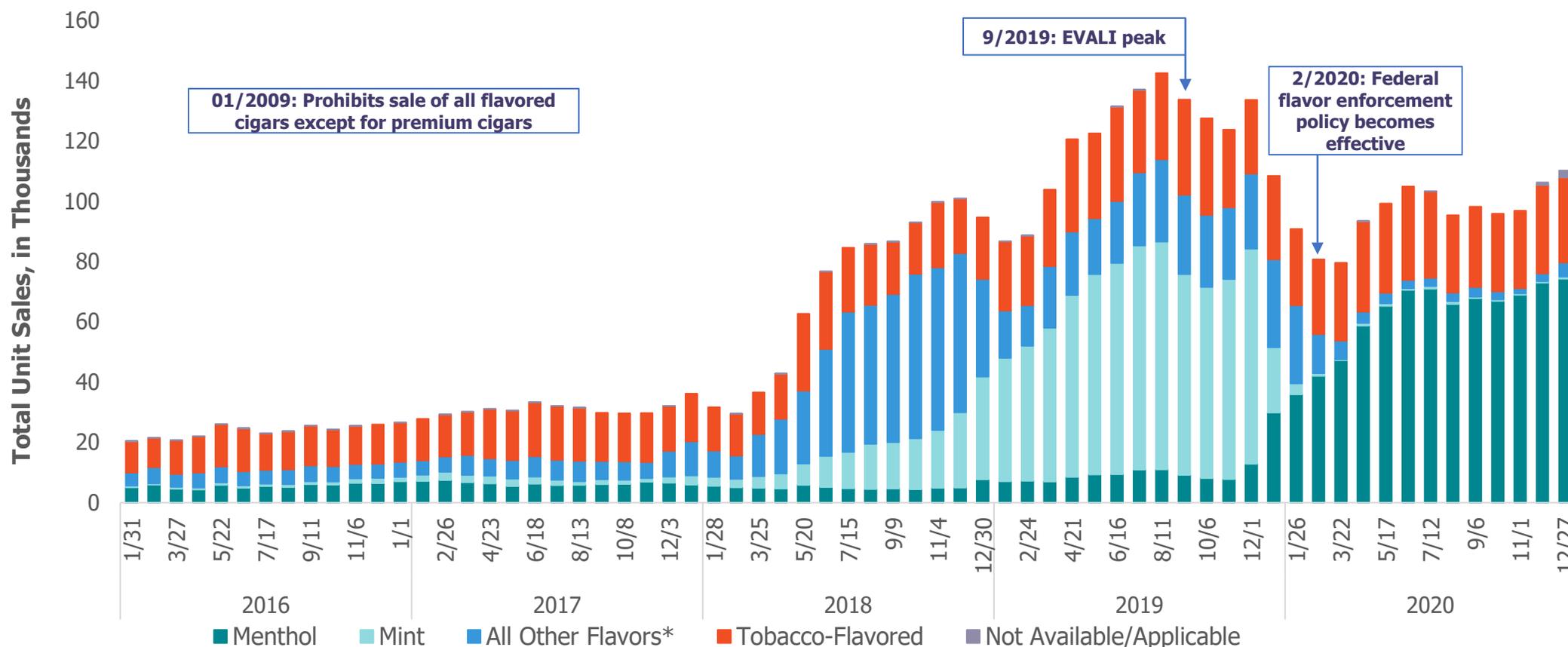


Figure 13. Maine E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

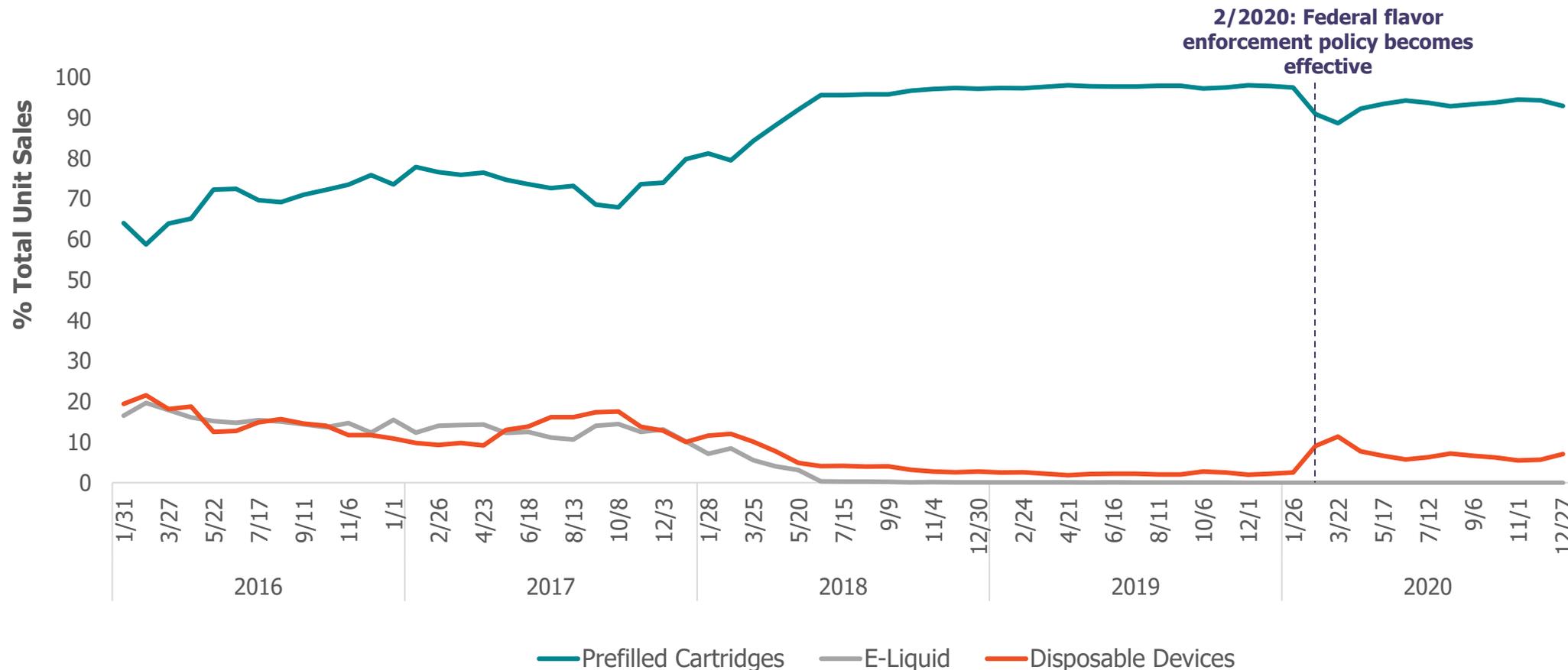


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 21.4% to 110.2 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 67.4% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 25.6% of the entire e-cigarette market
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 106.9% (from 35.9 thousand to 74.3 thousand);
 - Tobacco-flavored e-cigarette sales increased by 11.5% (from 25.2 thousand to 28.2 thousand);
 - Mint-flavored e-cigarette sales decreased by 81.5% (from 3.7 thousand to 0.7 thousand); and
 - All other-flavored e-cigarette sales decreased by 81.8% (from 25.9 thousand to 4.7 thousand).

Figure 14. Maine E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.9% of total sales to 92.9% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.1% of total sales to 7.1% of total sales between February 23, 2020 to December 27, 2020.

Figure 15. Maine E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

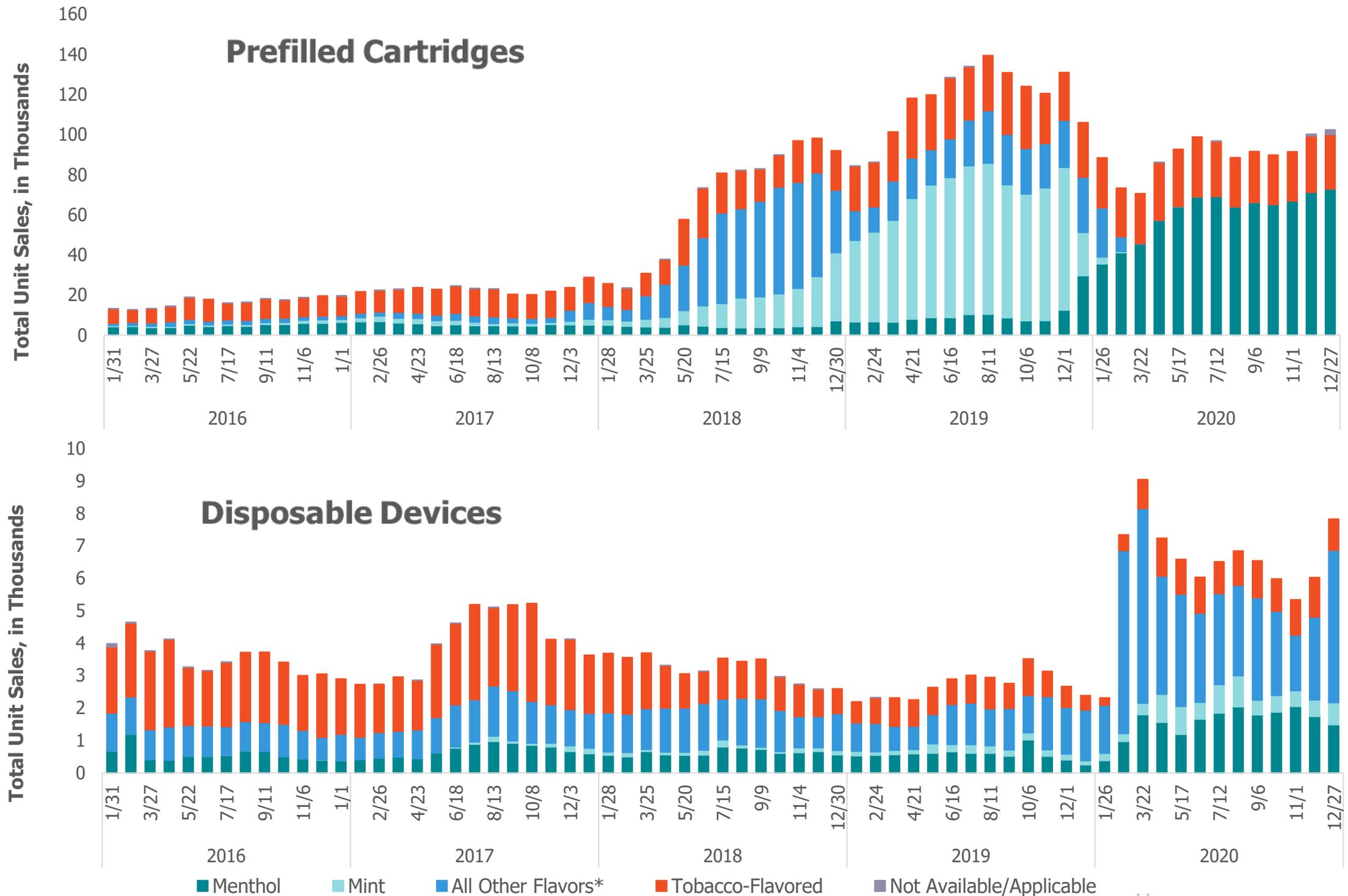
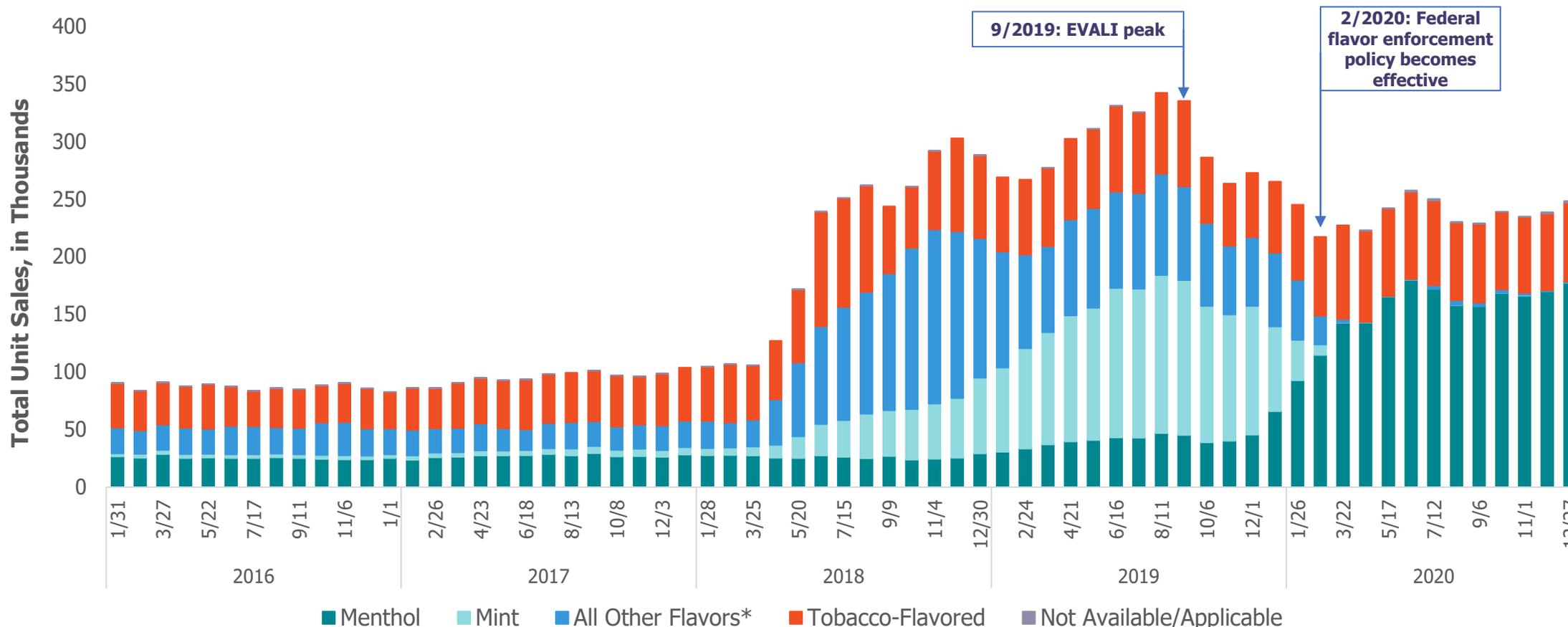


Figure 16. Maryland E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

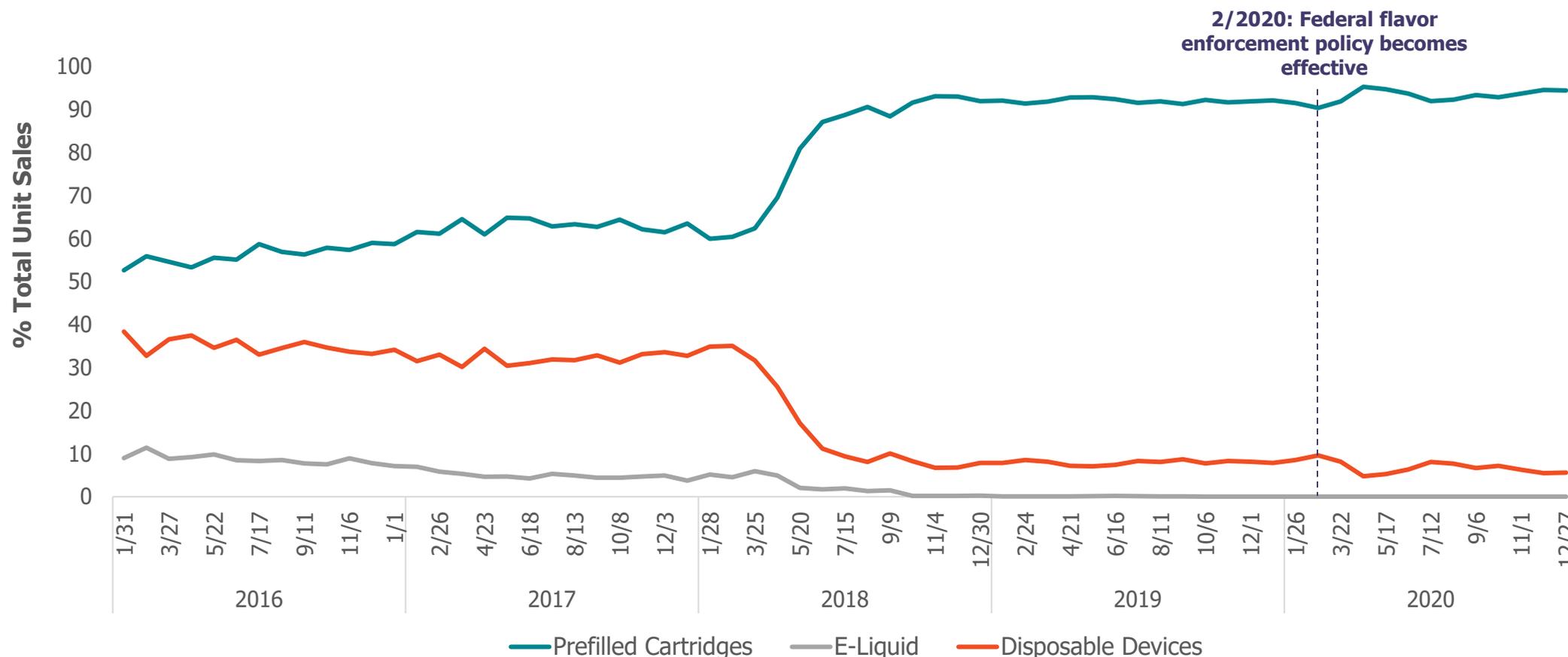


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 1.3% to 248.0 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 71.5% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 27.6% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020:
 - Menthol-flavored e-cigarette sales increased by 91.3% (from 92.7 thousand to 177.4 thousand);
 - Tobacco-flavored e-cigarette sales increased by 5.1% (from 65.1 thousand to 68.4 thousand);
 - Mint-flavored e-cigarette sales decreased by 100.0% (from 35.0 thousand to 0.0 thousand); and
 - All other-flavored e-cigarette sales decreased by 98.2% (from 52.1 thousand to 1.0 thousand).

Figure 17. Maryland E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.4% of total sales to 94.4% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.6% of total sales to 5.6% of total sales between February 23, 2020 to December 27, 2020.

Figure 18. Maryland E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

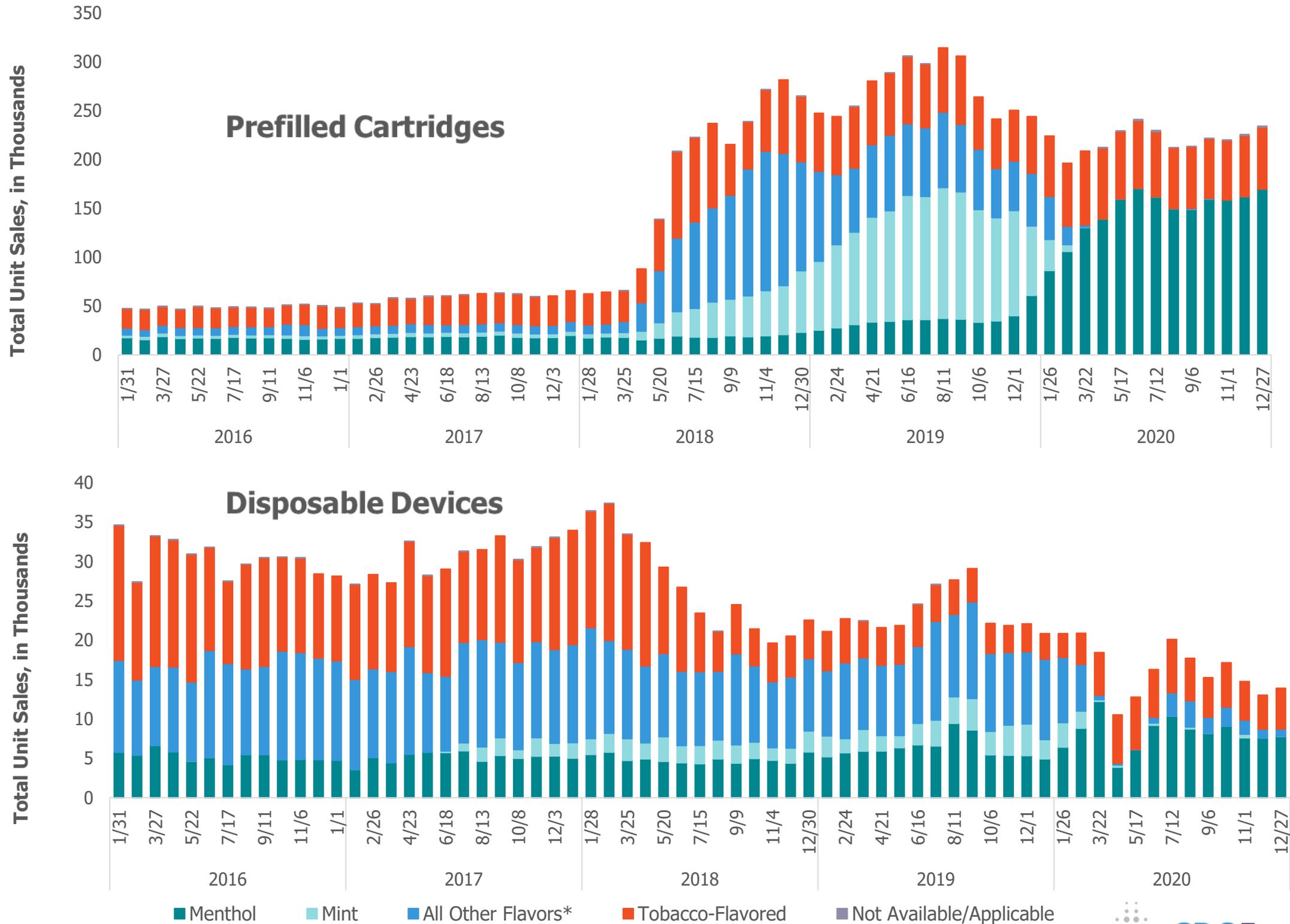
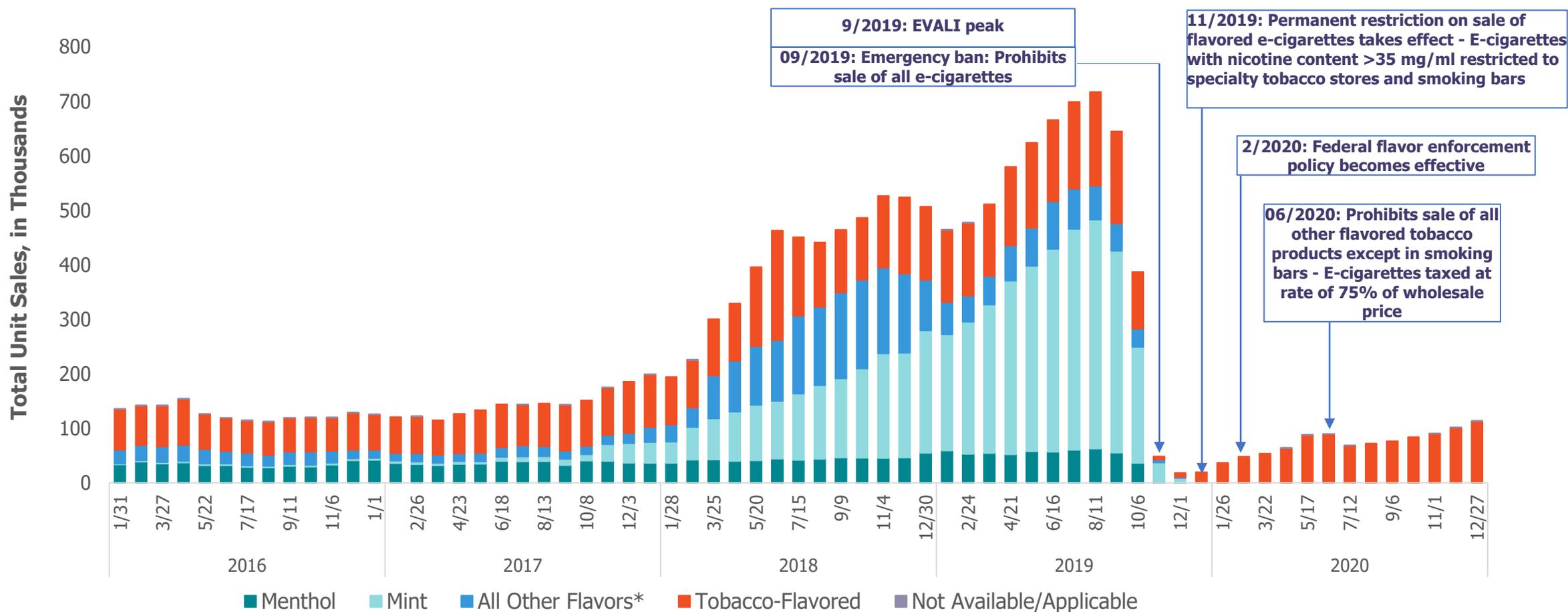


Figure 19. Massachusetts E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

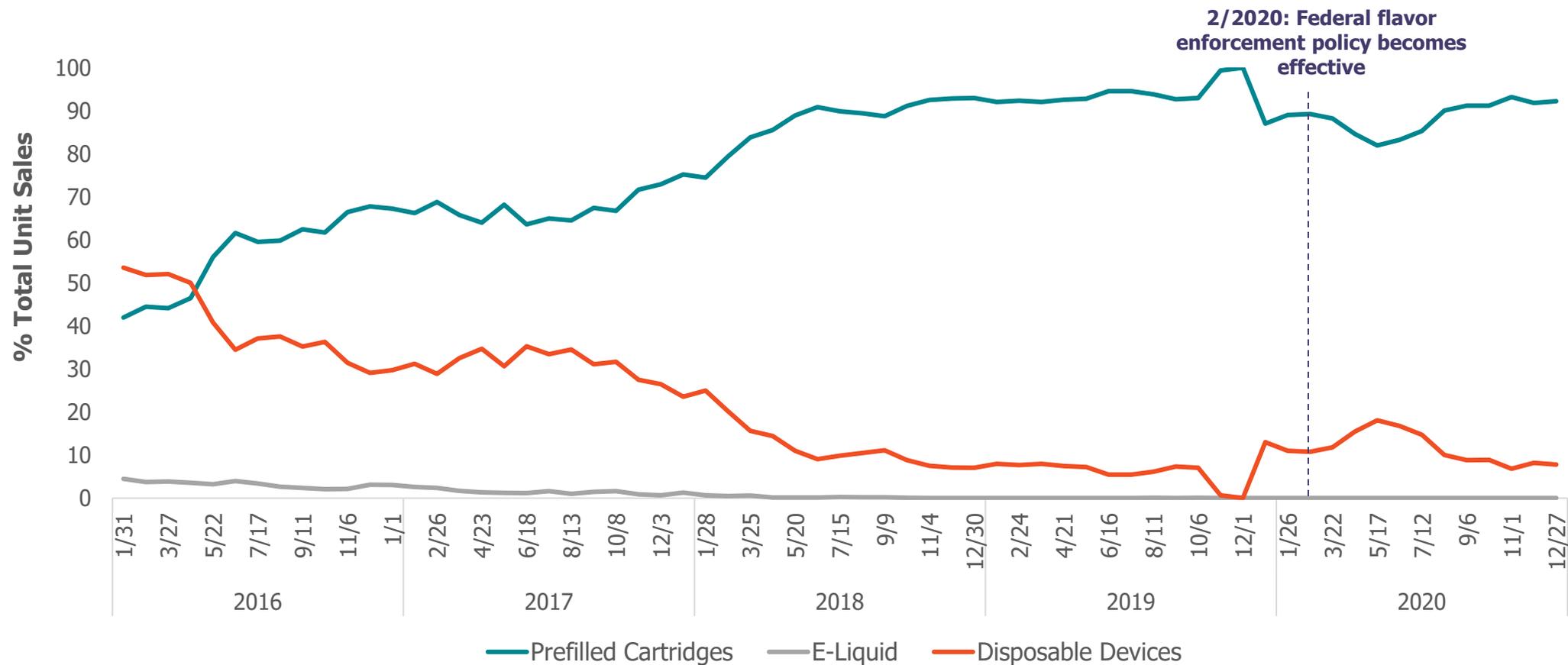


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (9/8/19-12/27/20)

- Following Massachusetts's flavored e-cigarette restrictions, monthly e-cigarette total unit sales decreased by 82.4% from September 8, 2019 and December 27, 2020 (from 645.2 thousand to 113.5 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 0.0% of the e-cigarette market. The proportion of tobacco e-cigarette sales is 99.7% of the e-cigarette market.
- From September 8, 2019 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales decreased by 99.9% (from 55.3 thousand to 0.0 thousand);
 - Tobacco-flavored e-cigarette sales decreased by 33.1% (from 169.0 thousand to 113.1 thousand);
 - Mint-flavored e-cigarette sales decreased by 100.0% (from 370.4 thousand to 0.0 thousand); and
 - All other-flavored e-cigarette sales decreased by 100.0% (from 50.6 thousand to 0.0 thousand).

Figure 20. Massachusetts E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 89.3% of total sales to 92.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 10.7% of total sales to 7.8% of total sales between February 23, 2020 to December 27, 2020.

Figure 21. Massachusetts E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

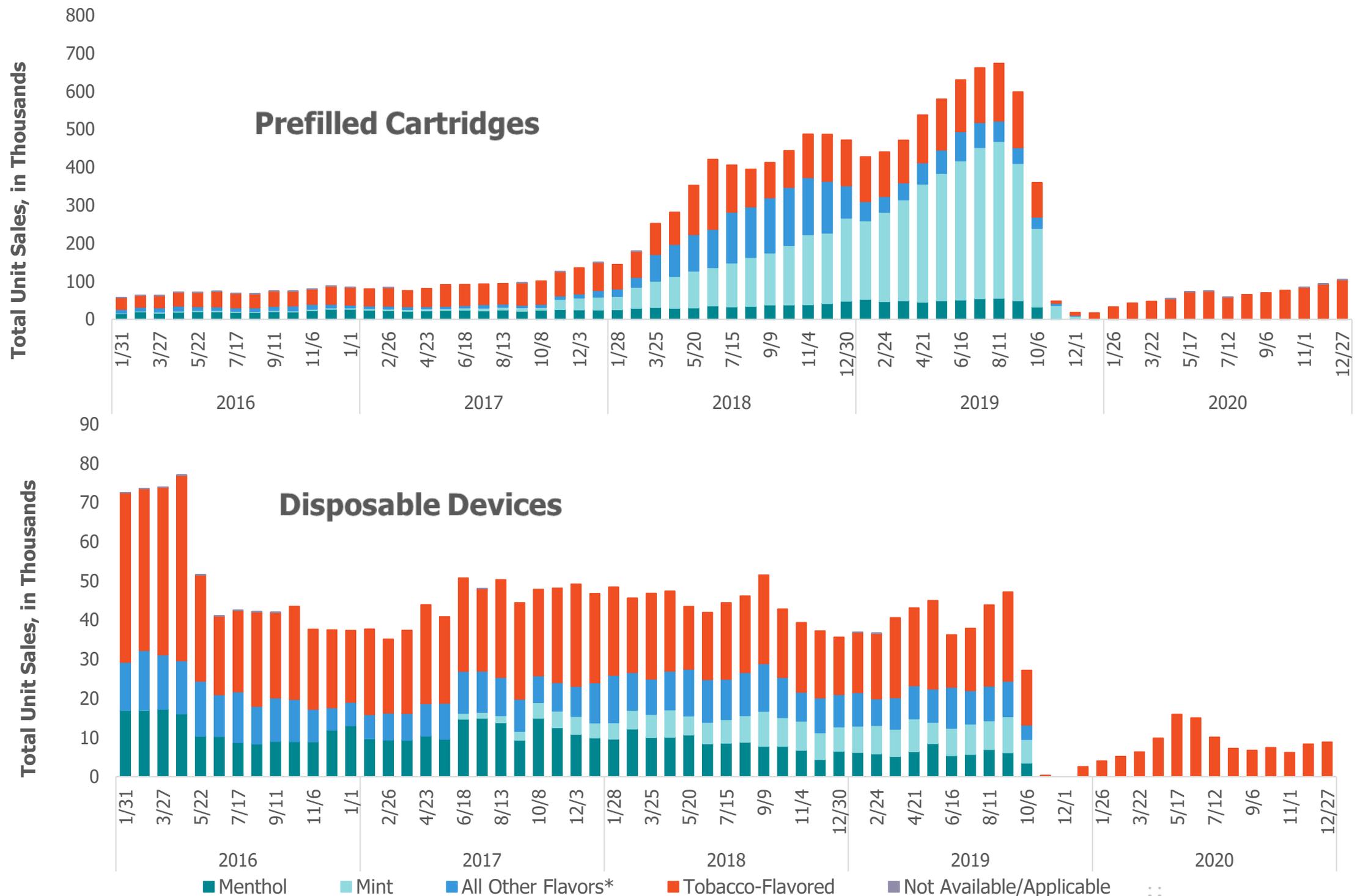
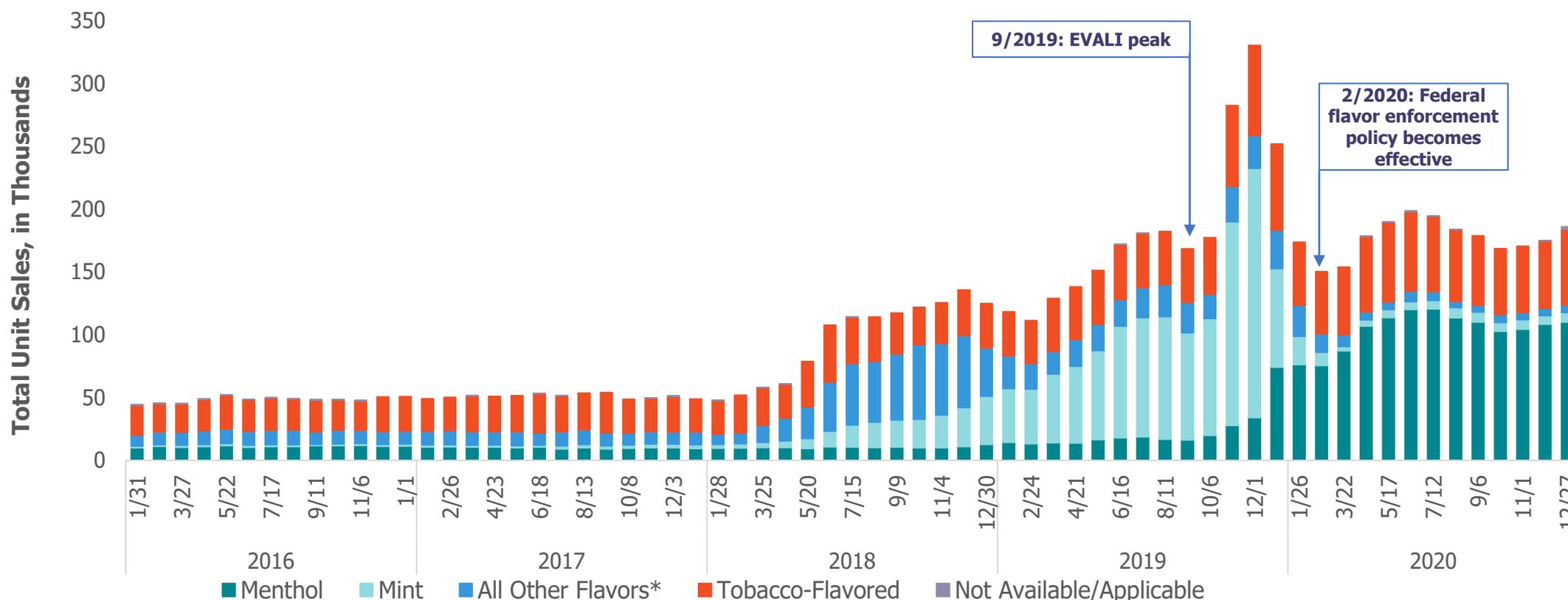


Figure 22. New Hampshire E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

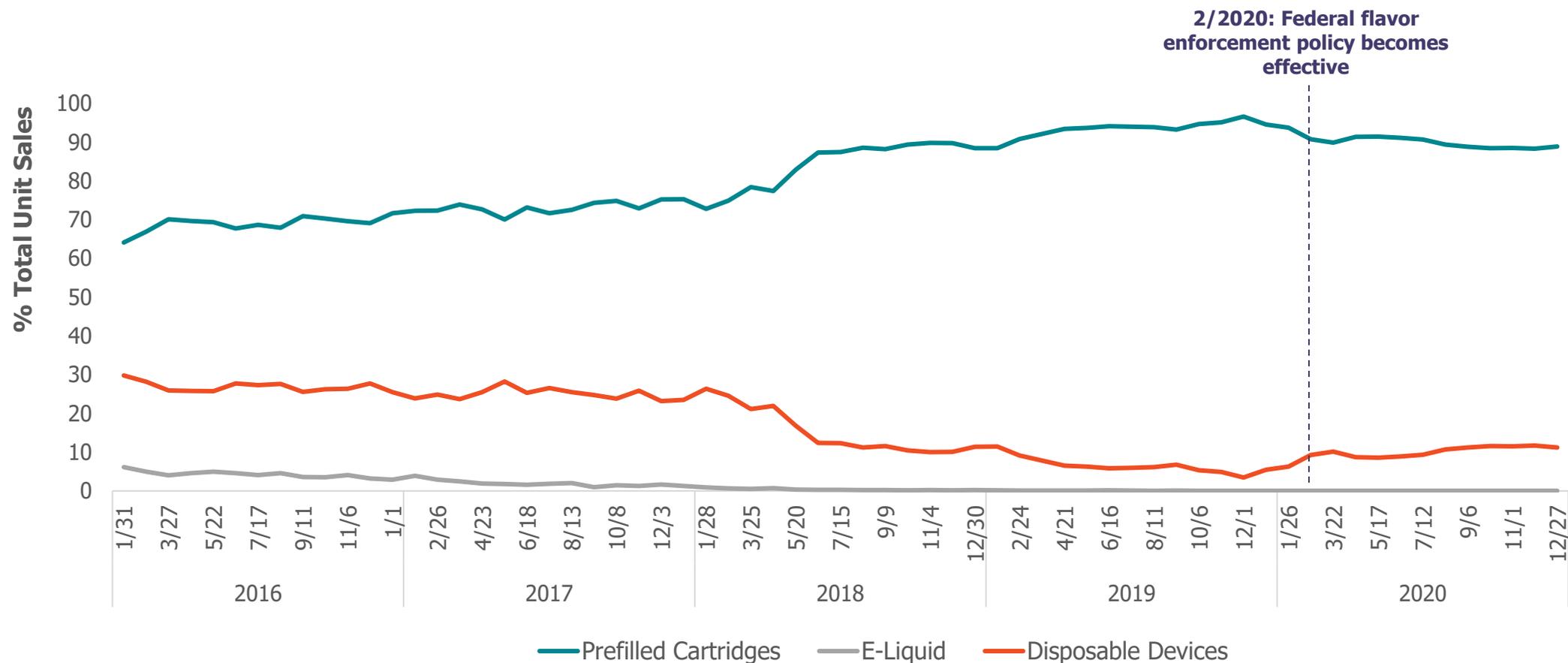


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 7.1% to 185.9 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 59.2% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 32.3% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 44.5% (from 76.1 thousand to 110.0 thousand);
 - Tobacco-flavored e-cigarette sales increased by 19.8% (from 50.1 thousand to 60.0 thousand);
 - Mint-flavored e-cigarette sales decreased by 65.9% (from 22.5 thousand to 7.7 thousand); and
 - All other-flavored e-cigarette sales decreased by 75.5% (from 24.8 thousand to 6.1 thousand).

Figure 23. New Hampshire E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 90.7% of total sales to 88.8% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 9.3% of total sales to 11.2% of total sales between February 23, 2020 to December 27, 2020.

Figure 24. New Hampshire E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

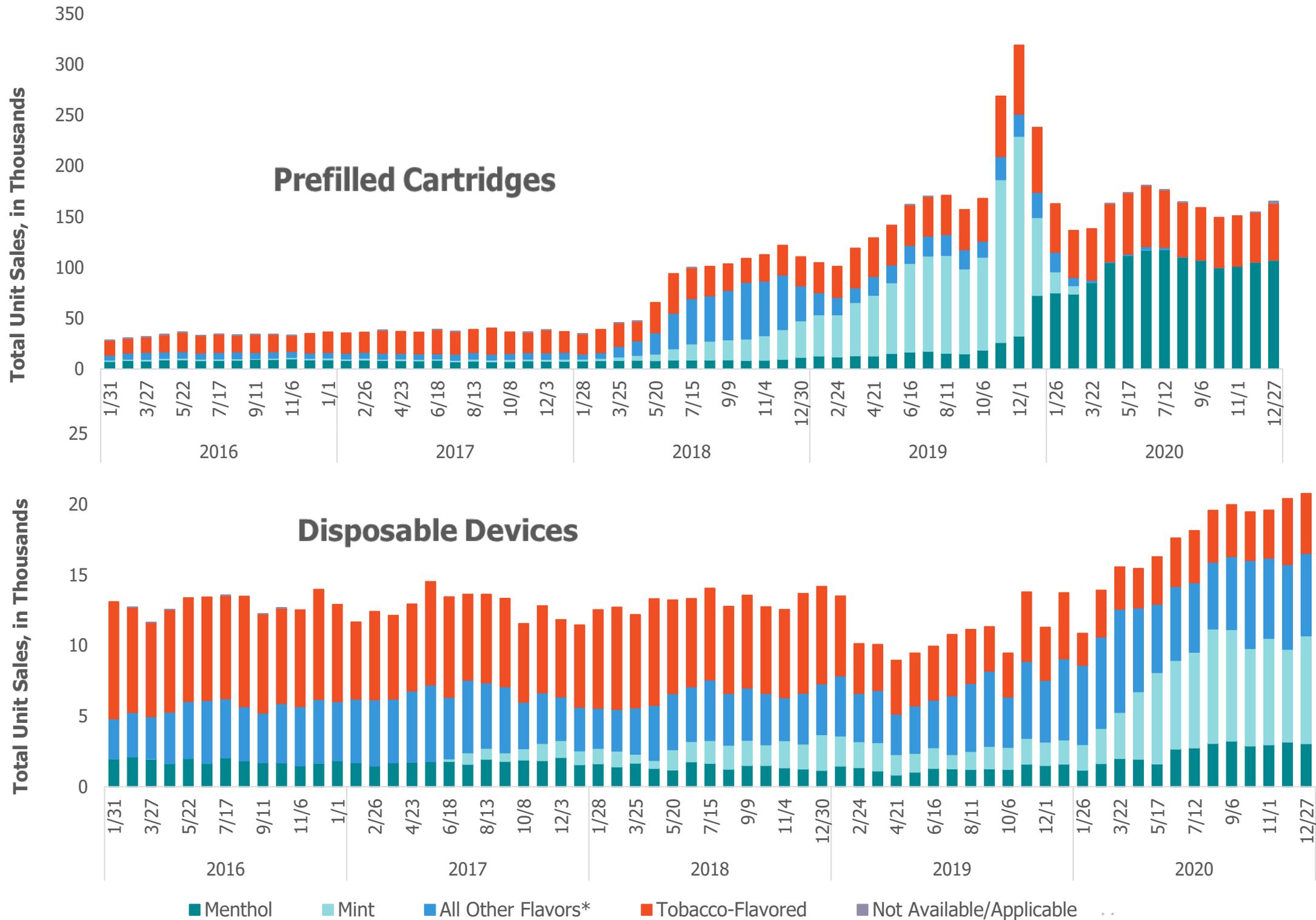
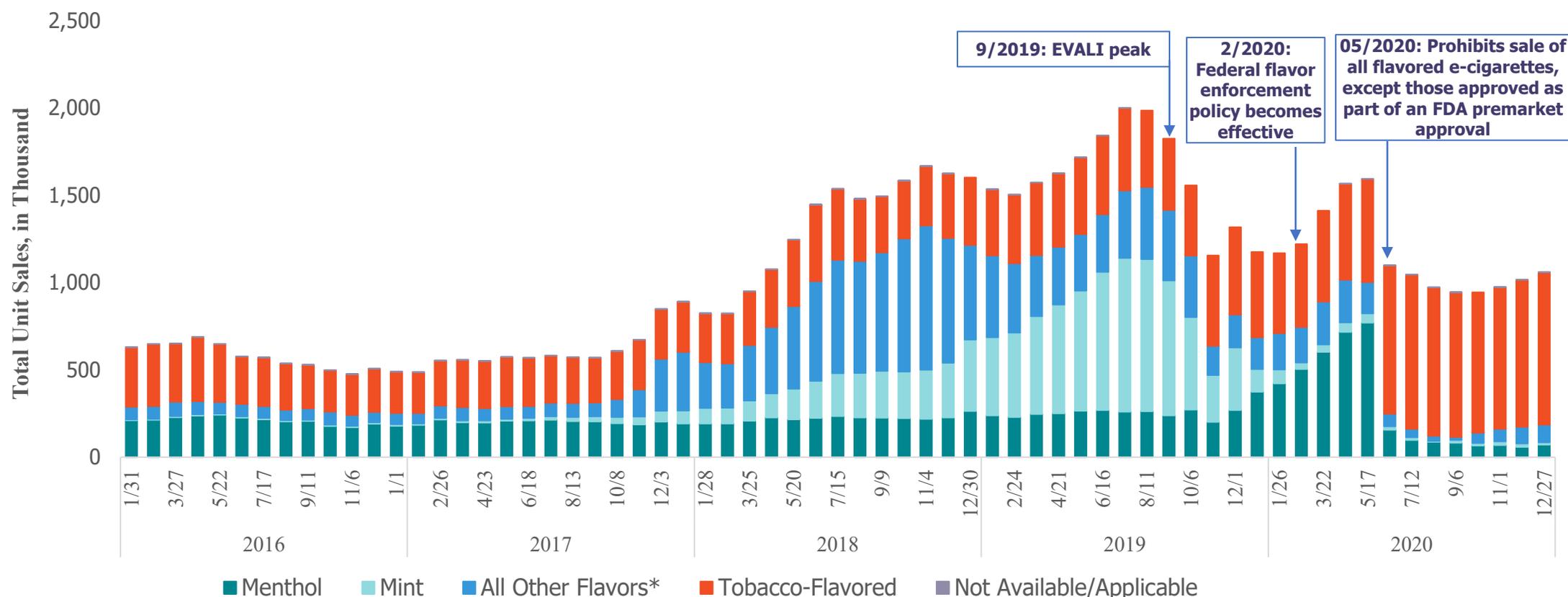


Figure 25. New York E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

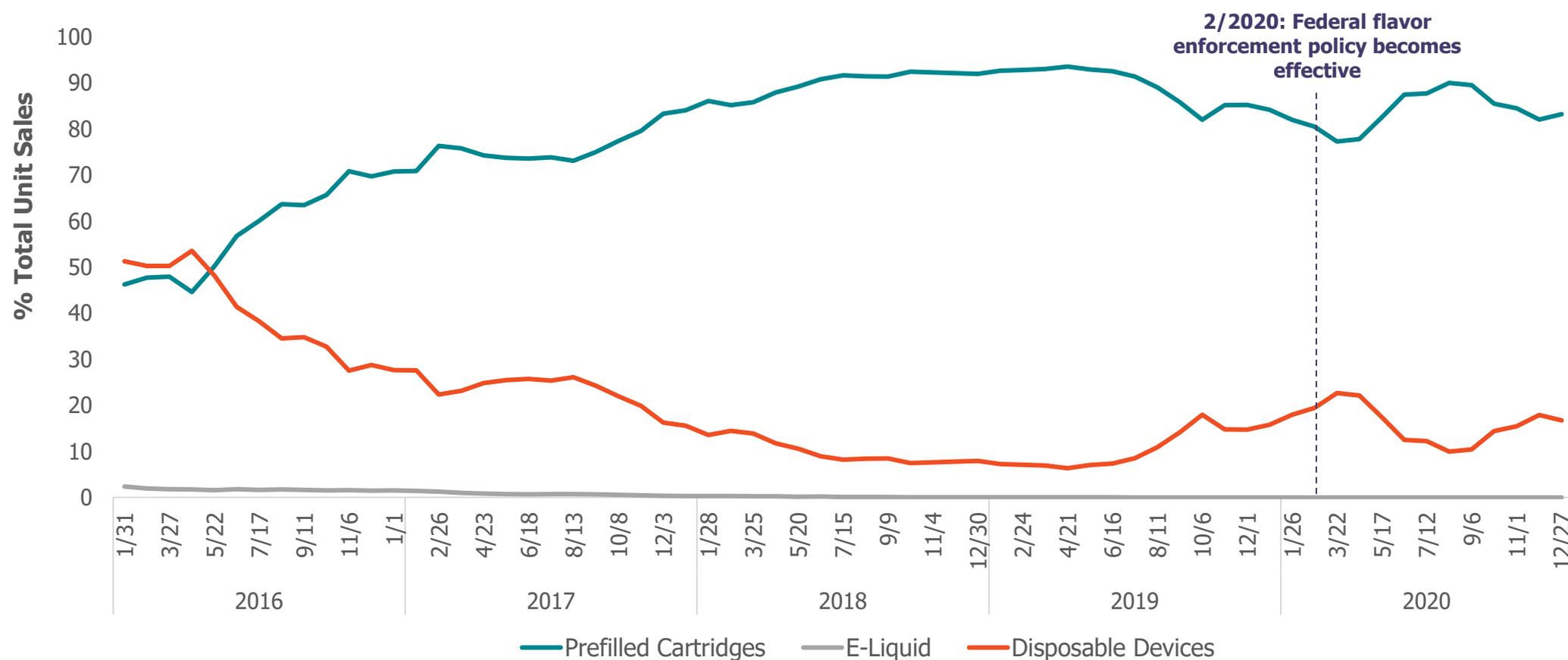


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (5/17/20-12/27/20)

- Following New York's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 33.5% between May 17, 2019 and December 27, 2020 (from 1594.0 thousand to 1060.2 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 6.7% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 82.3% of the entire e-cigarette market.
- From May 17, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales decreased by 90.8% (from 770.3 thousand to 70.9 thousand);
 - Tobacco-flavored e-cigarette sales increased by 47.3% (from 592.1 thousand to 872.1 thousand);
 - Mint-flavored e-cigarette sales decreased by 74.0% (from 52.5 thousand to 13.6 thousand); and
 - All other-flavored e-cigarette sales decreased by 43.2% (from 179.1 thousand to 101.7 thousand).

Figure 26. New York E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 80.5% of total sales to 83.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 19.5% of total sales to 16.8% of total sales between February 23, 2020 to December 27, 2020.

Figure 27. New York E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

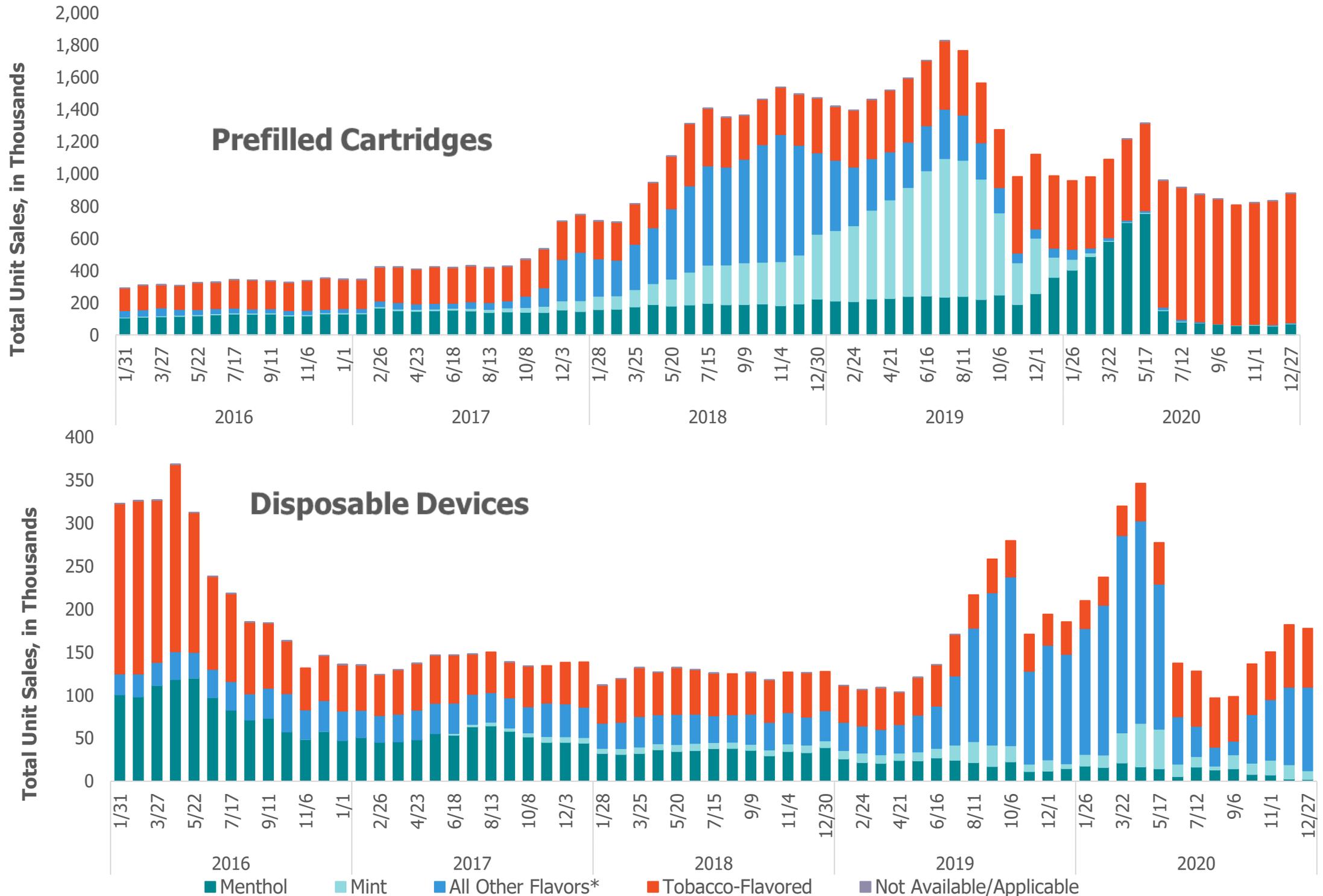
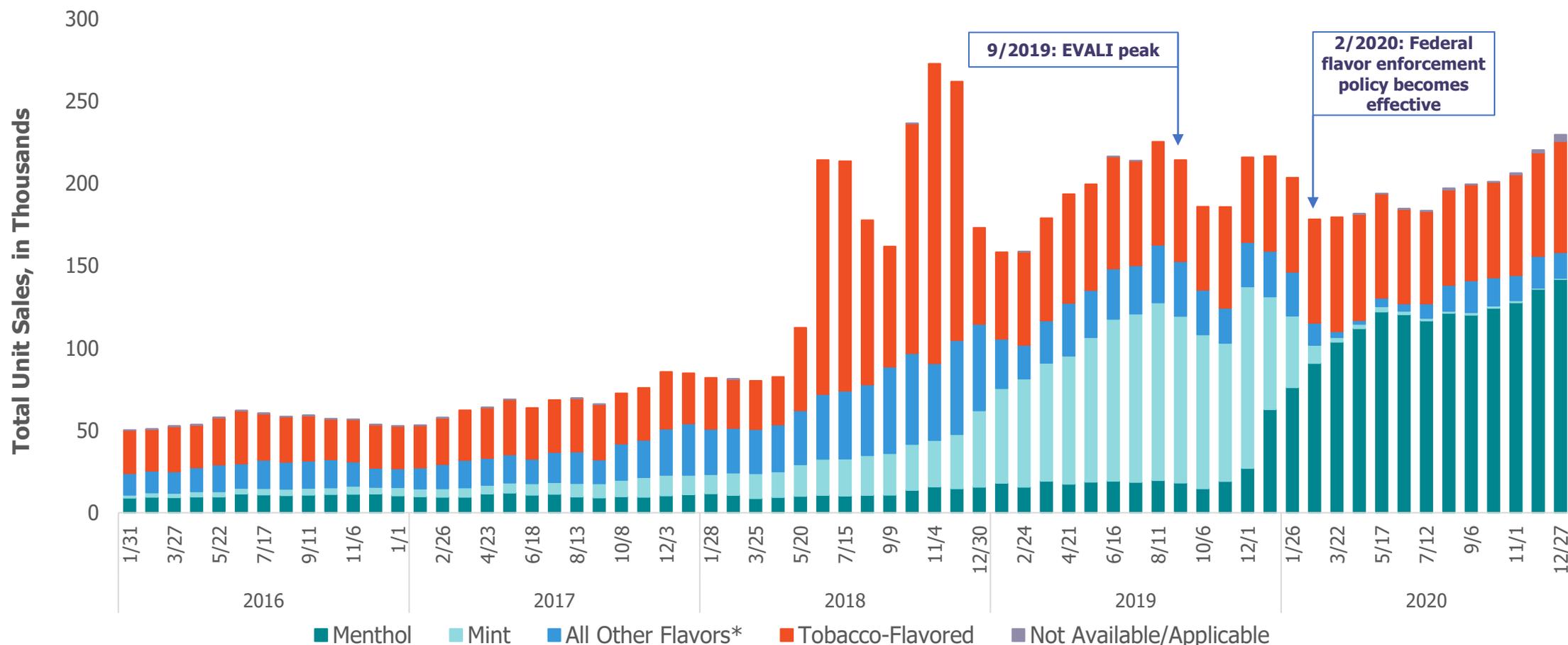


Figure 28. Oregon E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

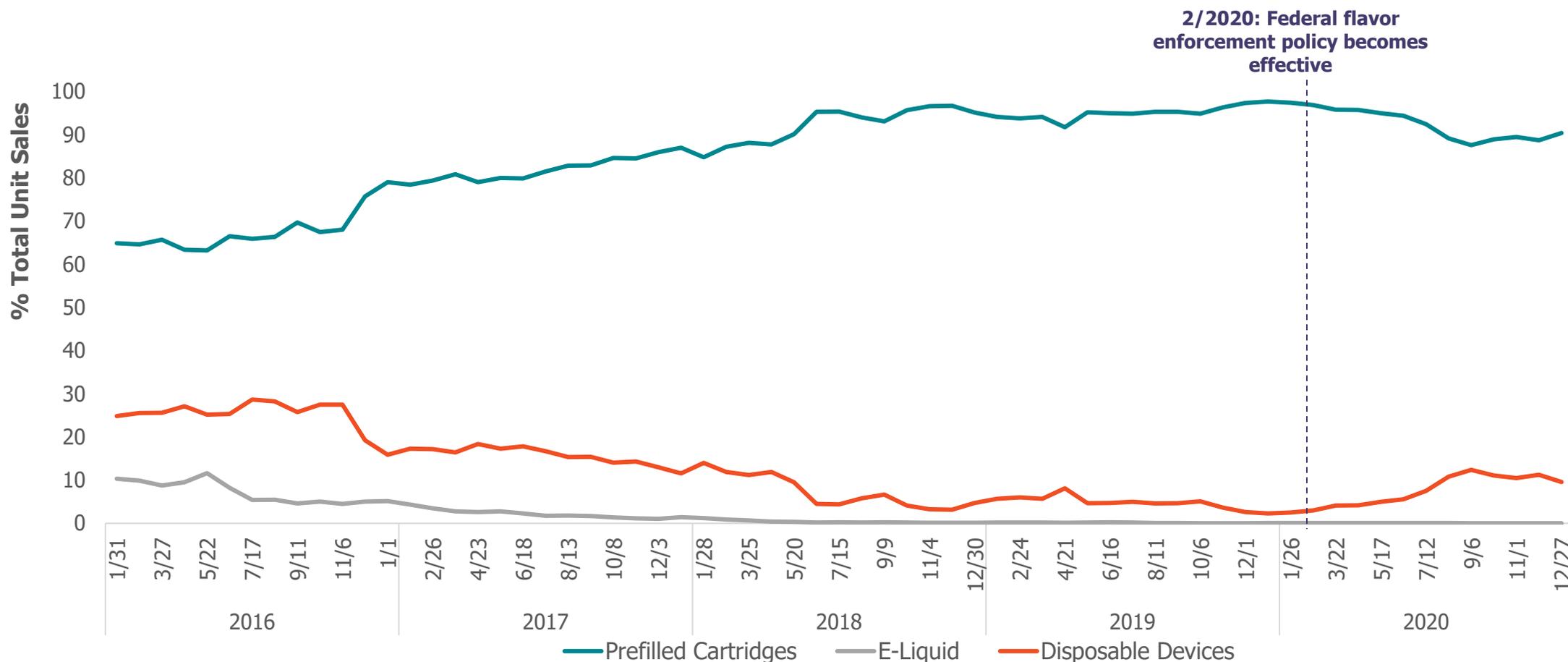


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 12.9% to 229.8 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 61.7% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 29.4% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 86.4% (from 76.1 thousand to 141.8 thousand);
 - Tobacco-flavored e-cigarette sales increased by 18.0% (from 57.2 thousand to 67.5 thousand);
 - Mint-flavored e-cigarette sales decreased by 98.4% (from 43.5 thousand to 0.7 thousand); and
 - All other-flavored e-cigarette sales decreased by 41.6% (from 26.8 thousand to 15.7 thousand).

Figure 29. Oregon E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 96.9% of total sales to 90.4% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 3.0% of total sales to 9.5% of total sales between February 23, 2020 to December 27, 2020.

Figure 30. Oregon E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

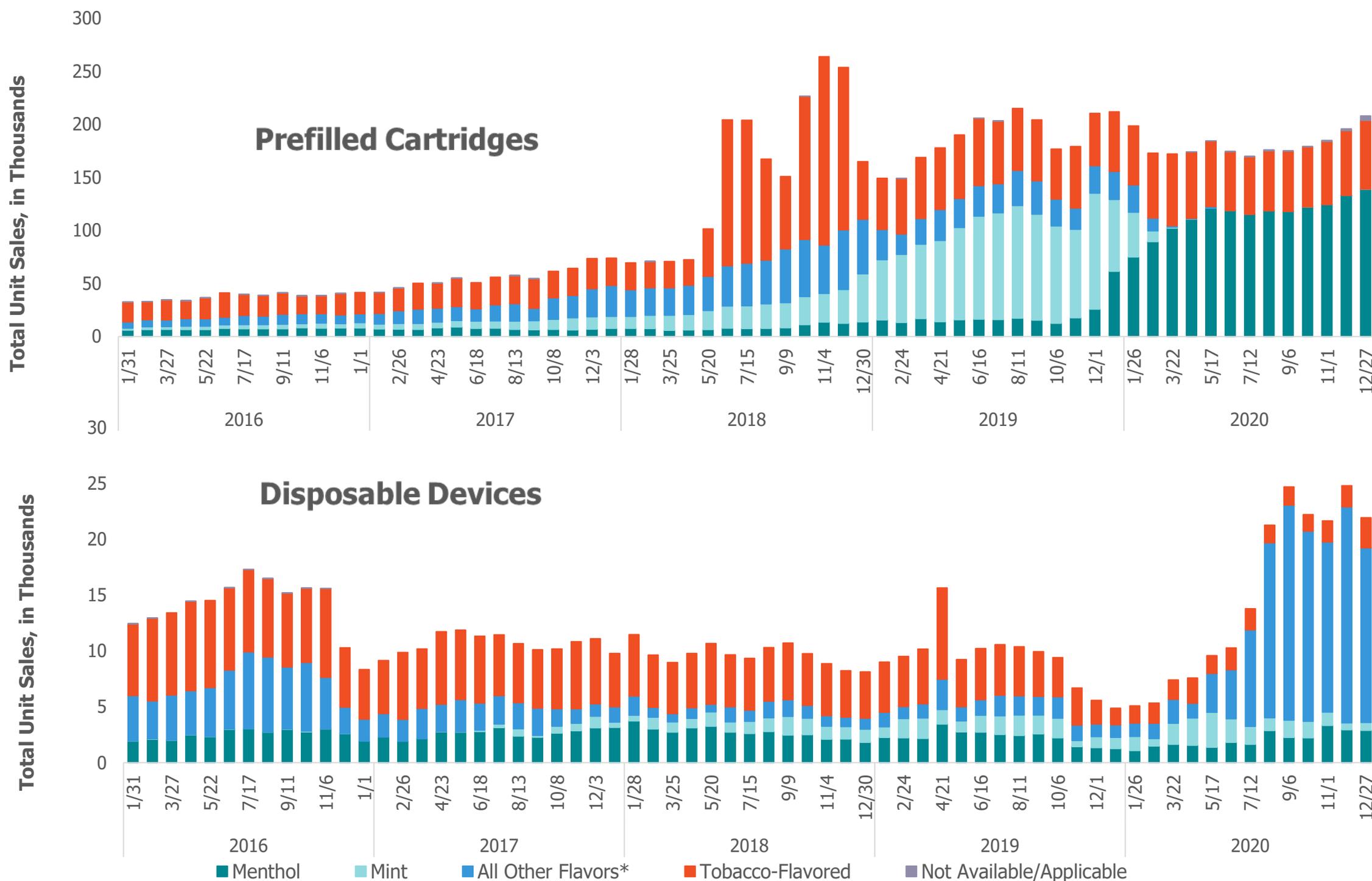
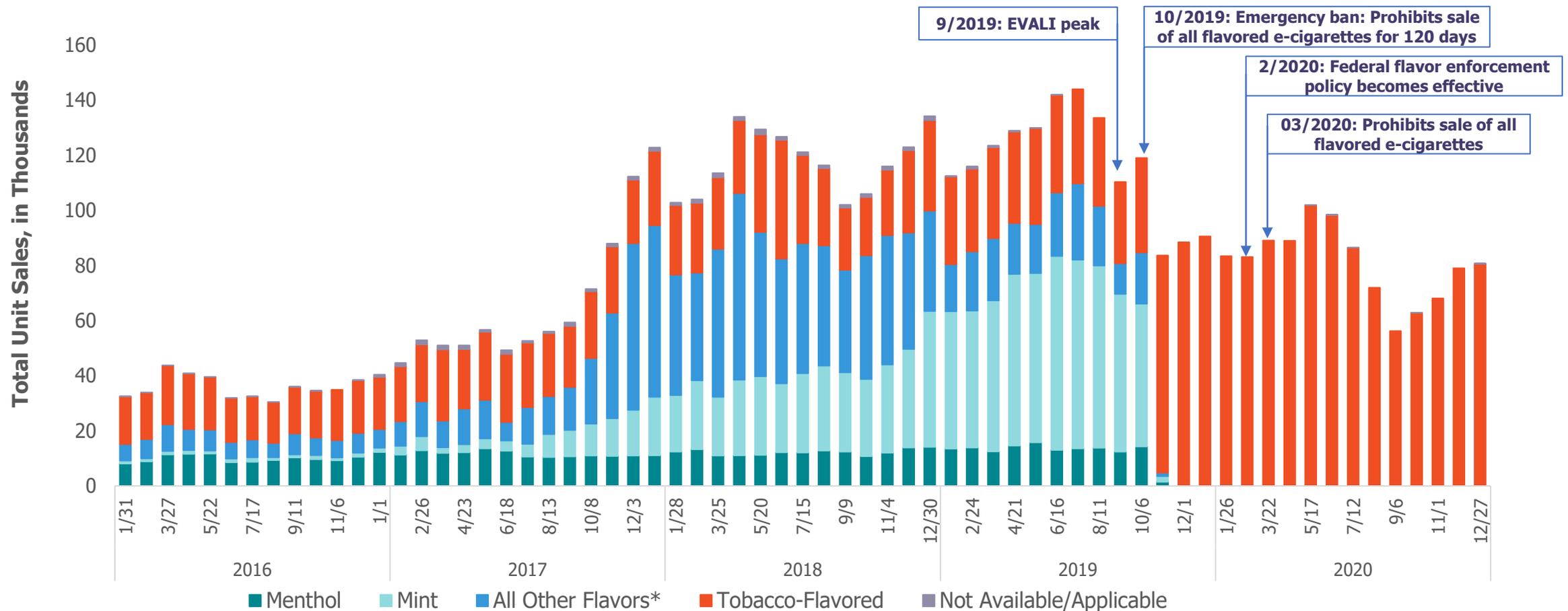


Figure 31. Rhode Island E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

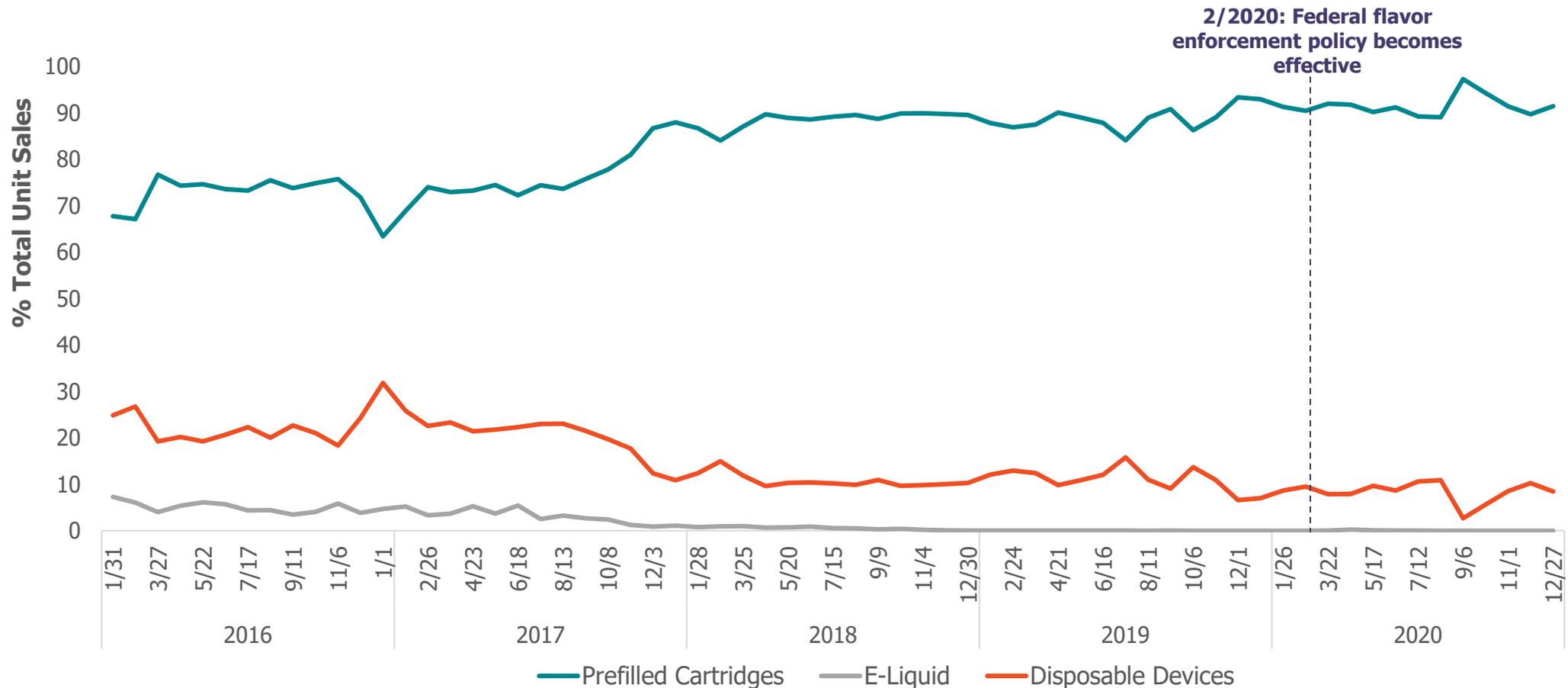


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (10/6/19-12/27/20)

- Following Rhode Island's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 32.2% from October 6, 2019 and December 27, 2020 (from 119.0 thousand to 80.7 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 0.0% of the e-cigarette market. The proportion of tobacco e-cigarette sales is 100% of the e-cigarette market.
- From October 06, 2019 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales decreased by 100.0% (from 14.3 thousand to 0.0 thousand);
 - Tobacco-flavored e-cigarette sales increased by 135.0% (from 34.3 thousand to 80.6 thousand);
 - Mint-flavored e-cigarette sales decreased by 100.0% (from 51.8 thousand to 0.0 thousand); and
 - All other-flavored e-cigarette sales decreased by 100.0% (from 18.6 thousand to 0.0 thousand).

Figure 32. Rhode Island E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 90.5% of total sales to 91.5% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 9.5% of total sales to 8.5% of total sales between February 23, 2020 to December 27, 2020.

Figure 33. Rhode Island E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

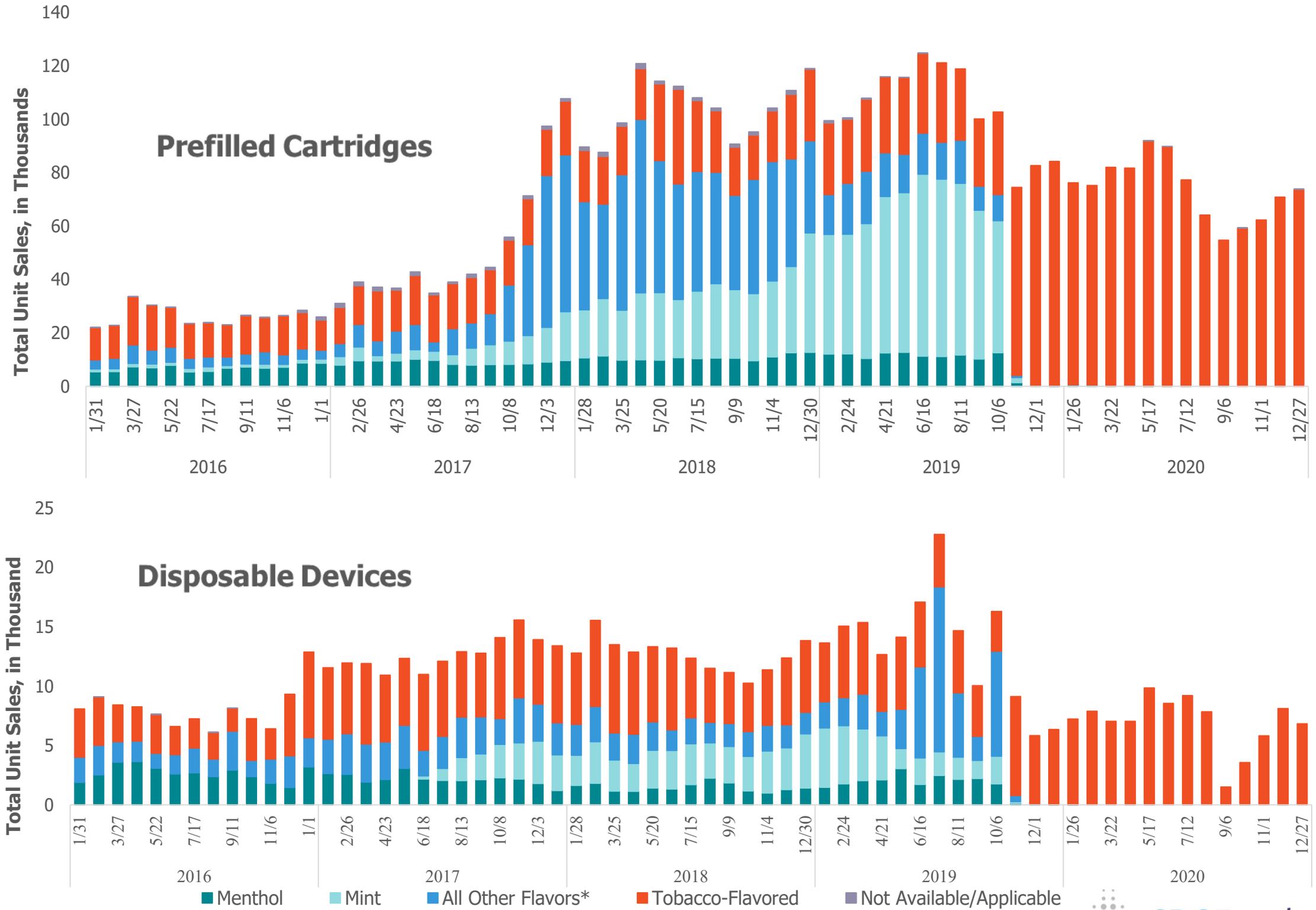
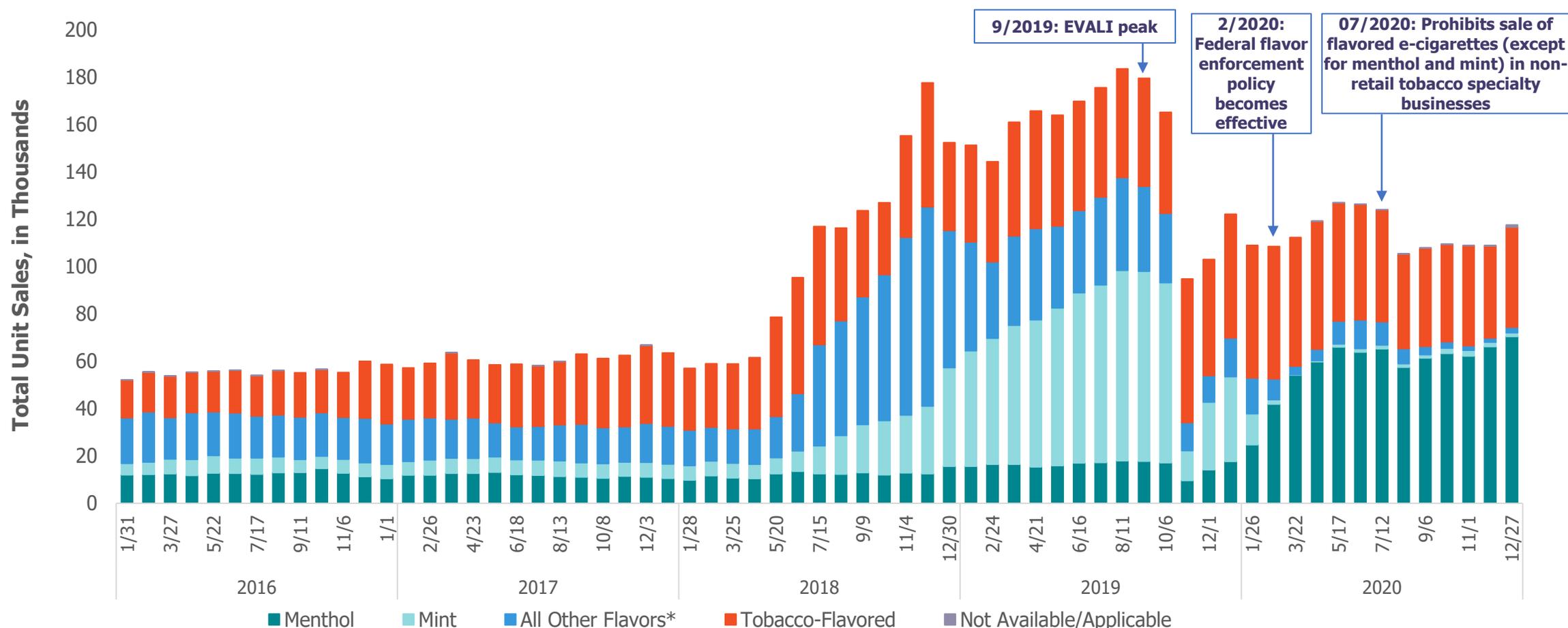


Figure 34. Utah E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*

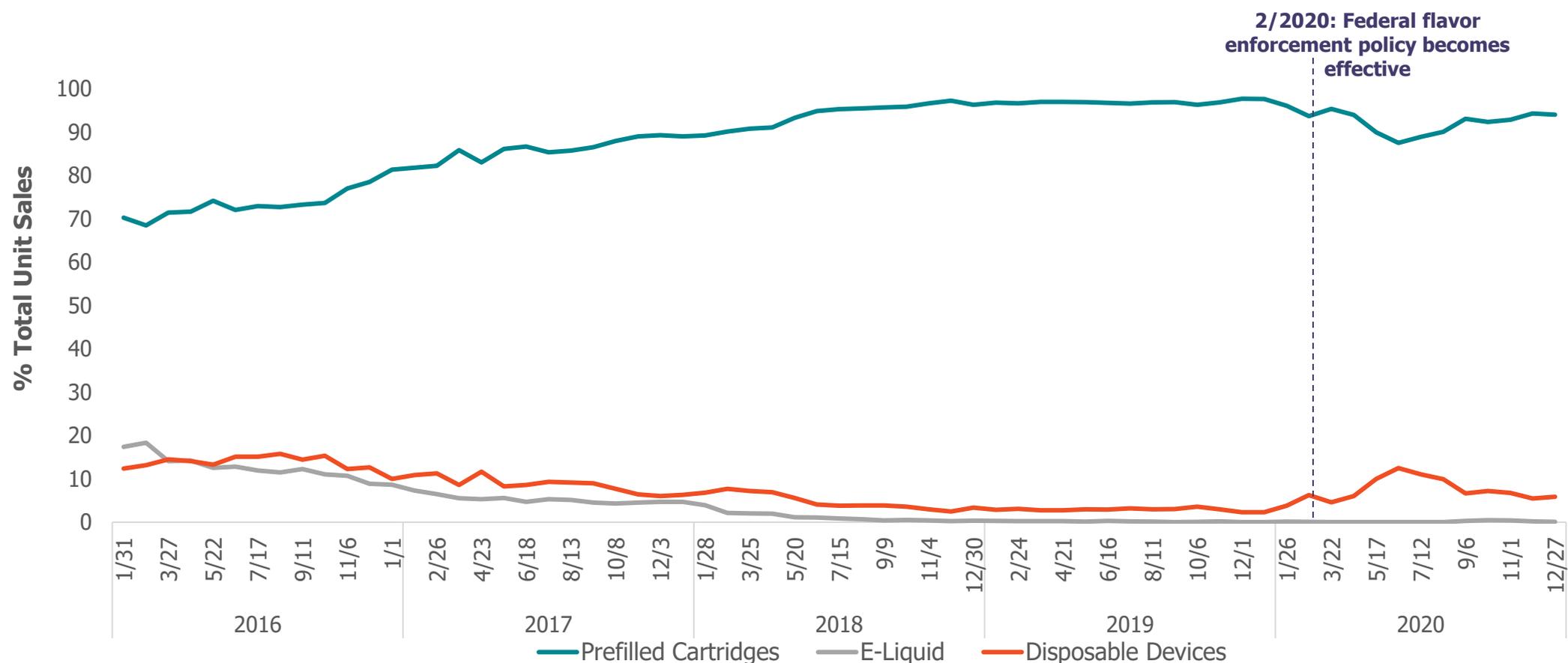


*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

Unit Sales Data Trends (1/26/20-12/27/20)

- From January 26, 2020 to December 27, 2020, monthly e-cigarette unit sales increased by 7.0% to 116.6 thousand units.
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 60.4% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 36.3% of the entire e-cigarette market.
- From January 26, 2020 to December 27, 2020 :
 - Menthol-flavored e-cigarette sales increased by 184.5% (from 24.8 thousand to 70.4 thousand);
 - Tobacco-flavored e-cigarette sales decreased by 24.6% (from 56.1 thousand to 42.3 thousand);
 - Mint-flavored e-cigarette sales decreased by 88.0% (from 13.0 thousand to 1.6 thousand); and
 - All other-flavored e-cigarette sales decreased by 84.5% (from 15.1 thousand to 2.3 thousand).

Figure 35. Utah E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges increased from 93.7% of total sales to 94.0% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices decreased from 6.3% of total sales to 5.9% of total sales between February 23, 2020 to December 27, 2020.

Figure 36. Utah E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

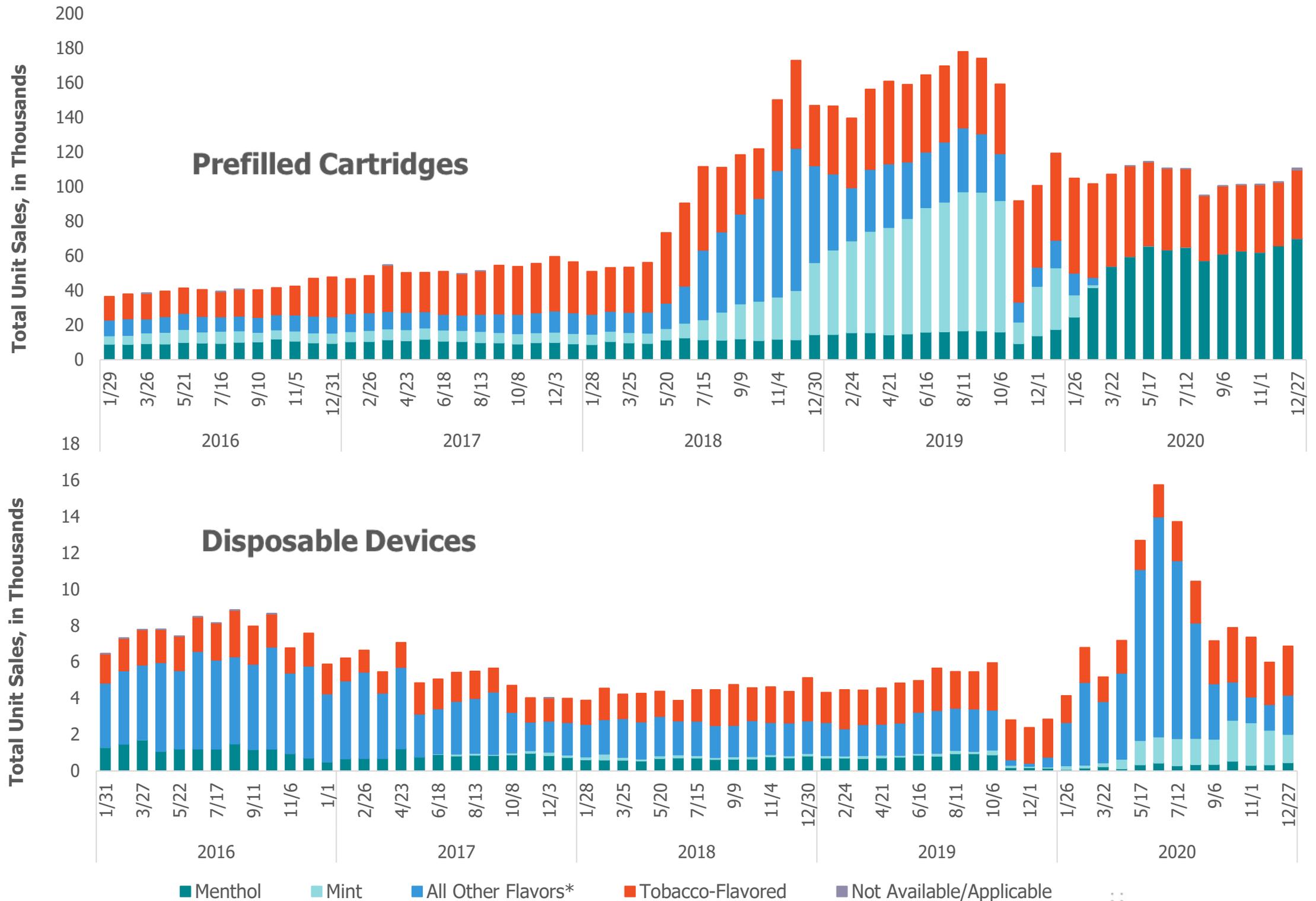
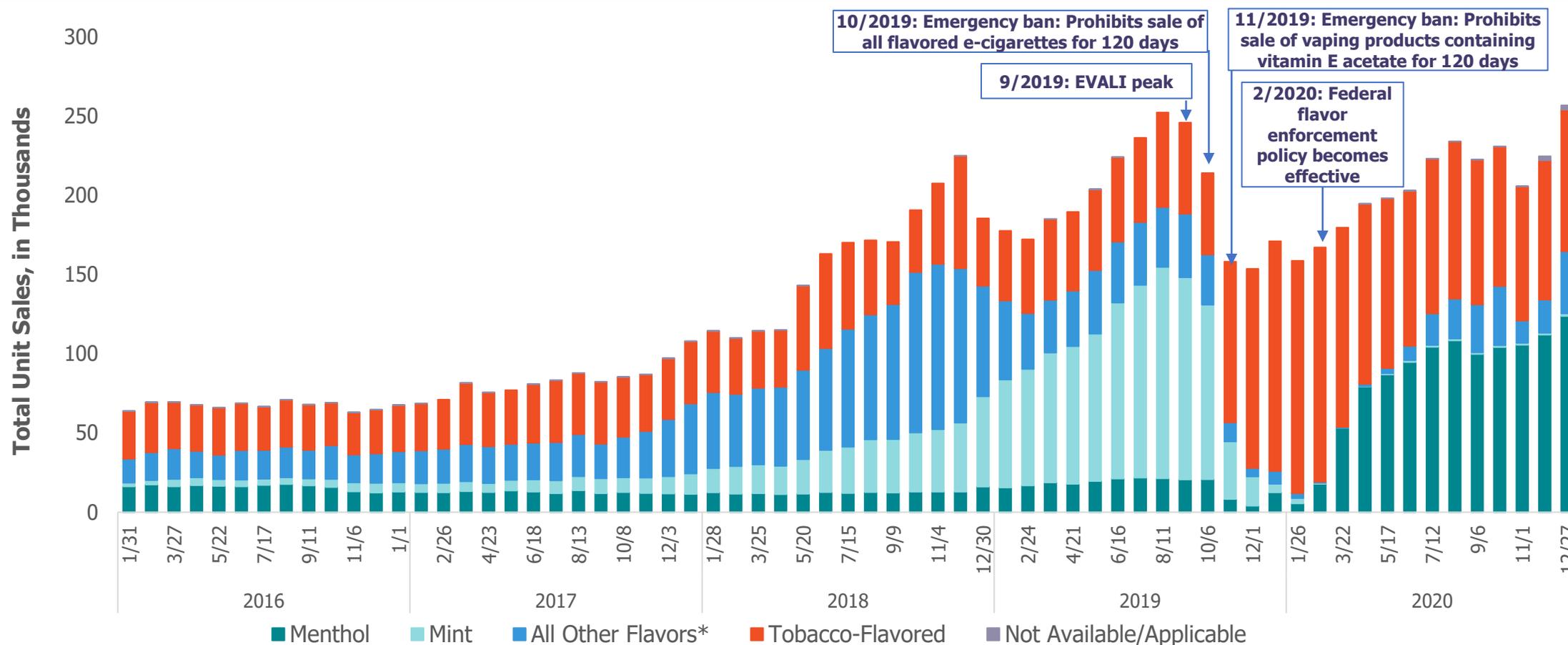


Figure 37. Washington E-Cigarette Unit Sales by Flavor, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; All Other Flavors category includes fruit, clove/spice, chocolate, alcoholic drink (such as wine, cognac, or other cocktails), candy/desserts/other sweets, some other flavor; e-cigarette accessories and devices sold without e-liquids were excluded (11.5% of total sales).

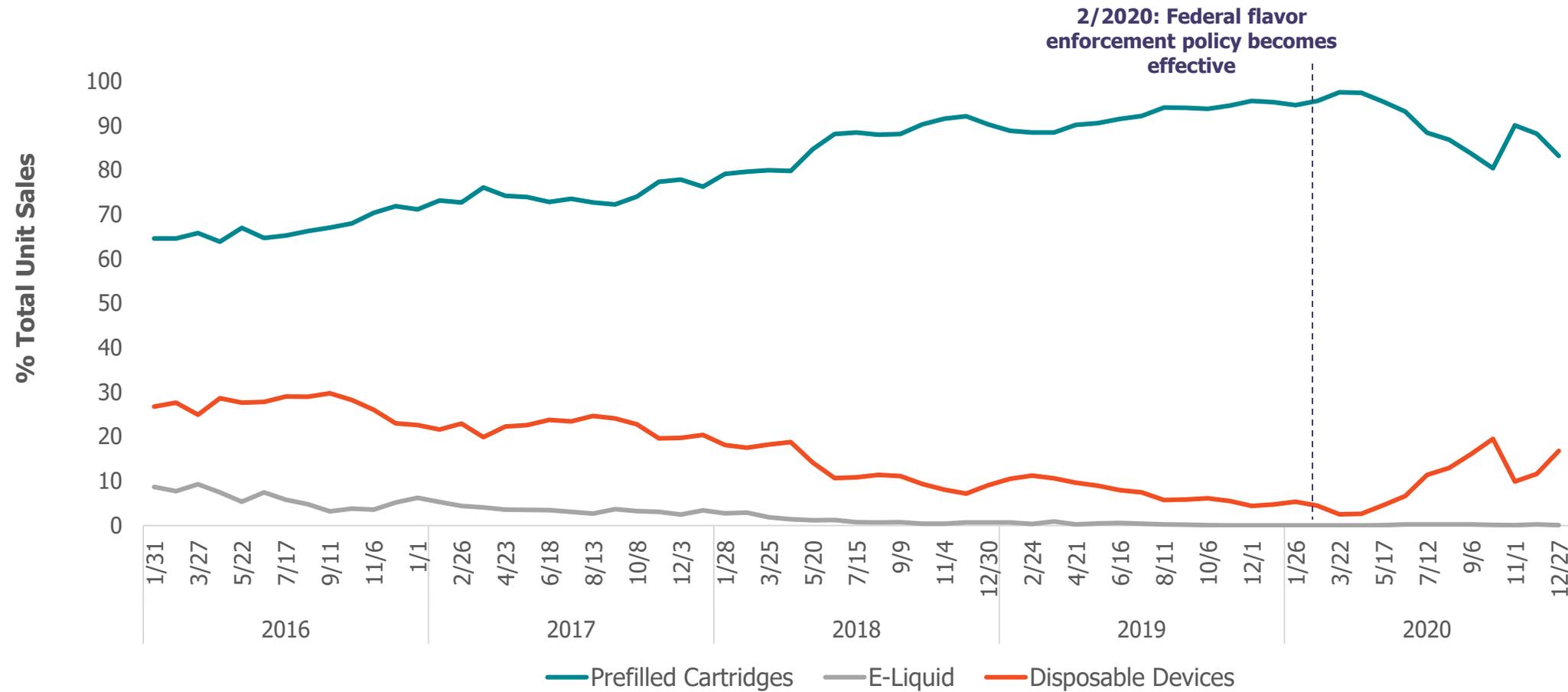
Unit Sales Data Trends (10/6/19-01/26/20)

- Following Washington's flavored e-cigarette restriction, monthly e-cigarette total unit sales decreased by 25.8% from October 6, 2019 and January 26, 2020 (from 214.0 thousand to 158.7 thousand).

Unit Sales Data Trends (02/23/20-12/27/20)

- Monthly e-cigarette total unit sales increased by 53.6% from February 23, 2020 to December 27, 2020 (from 167.2 thousand to 256.8 thousand).
- As of December 27, 2020, the proportion of menthol e-cigarette sales is 48.2% of the entire e-cigarette market. The proportion of tobacco e-cigarette sales is 34.8% of the entire e-cigarette market.
- From February 23, 2020 to December 27, 2020:
 - Menthol-flavored e-cigarette sales increased by 589.8% (from 18.0 thousand to 123.8 thousand);
 - Tobacco-flavored e-cigarette sales decreased by 39.6% (from 148.0 thousand to 89.4 thousand);
 - Mint-flavored e-cigarette sales increased by 209.7% (from 0.5 thousand to 1.5 thousand); and
 - All other-flavored e-cigarette sales increased by 5490.0% (from 0.7 thousand to 39.3 thousand).

Figure 38. Washington E-Cigarette Unit Sales by Product Type, 4 Week Estimates 1/2016 – 12/2020*



*Sales data does not reflect sales from vape shops or online retailers; dates represent end of 4-week periods; prefilled cartridges include tanks, cartridges, and pods used in rechargeable and reusable e-cigarette device; disposable devices include nonrechargeable and nonreusable e-cigarette devices that are not intended to be refilled with e-liquid after being depleted; e-liquids are containers of the liquid used in e-cigarette devices, which typically contains a humectant (e.g., propylene glycol), nicotine, and flavoring.

Trends of Unit Sales by Product Type

- Following FDA’s flavor enforcement policy, the market share of prefilled cartridges decreased from 95.6% of total sales to 83.2% of total sales between February 23, 2020 to December 27, 2020.
- Following FDA’s flavor enforcement policy, the market share of disposable devices increased from 4.4% of total sales to 16.8% of total sales between February 23, 2020 to December 27, 2020.

Figure 39. Washington E-Cigarette Unit Sales by Product Type and Flavor, 4 Week Estimates 1/2016 – 12/2020

